TECHNOLOGY DEPT!

JANUARY 8, 1945

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The Weekly Newsm dio

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this man McCANN...

THE LATE FAMED O. O. McIntyre once wrote, "To my notion the best radio speaker is Alfred W. McCann, Jr." There may be people who'll debate that, but few can argue the long-lasting popularity and pulling power of this remarkable WOR personality.

The facts? Listen—Every weekday morning at 9:30 more than 300,000 WOR listeners hear Alfred W. McCann devotedly as he makes vitamins and minerals, and the science of nutrition, sound as interesting as a news-flash and as simple as saying, "Hello."

When 300,000 people are exposed to such air magic, something must happen. And it *does!* For instance, 16 brief announcements pulled 200,000 requests. The sale of one sponsor's product was spurred from 250,000 cans a year to more than 10,000,000 in less than 4 years.

Surprising? Not particularly. It's mostly the power of a simple, sincere, intensely ethical show plan merged with the skillful scrutiny and smart scheduling of WOR's gifted programmers.

If you would like to take advantage of the advice of people who make a habit of consistently doing things like this, you simply phone PE 6-8600, or write . . .

—that power-full station **WOR**

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

IN ALL—OR ANY PART—OF ITS FOUR-STATE AREA—*CITY-TOWN-COUNTRY*—WLS GETS RESULTS!

WLS EXPLOSIVE RESULTS

STARTING AN ADVERTISING CAMPAIGN WITH WLS IS LIKE TOUCHING A MATC TO A DYNAMITE FUSE; RESULTS FOLLOW, SURELY AND EXPLOSIVEL

The unbiased news editing of Julian Bentley (in his eleventh year at WLS News microphones) and his aides, Gil Hix and Lew La Marr; the fine broadcasts from Europe by Associate News Editor Ervin Lewis; the WLS policy of covering all important events on the spot; these have built the confidence that gets quick mail, that generates sales; that gets **EXPLOSIVE RESULTS!**

FIRST DAY...$431.80 IN DIMES

Repeating a listener-service instituted early in World War I Julian Bentley and WLS News Staff edited a new, up-to-this instant war map especially for WLS friends in Michigan, Wis consin, Indiana, and Illinois. We offered this map **(on newscast only)** for ten cents, November 29, 1944. In our mail bags Novem ber 30 were 4,318 dimes! **Explosive results** from the first an nouncement!

SECOND DAY...$791.90 IN DIMES

Like a snowball rolling down Pike's Peak, WLS News staff War Map offer gained momentum. Second day's mail, Decembe 1, contained 7,919 dimes. Two-day total, 12,237 requests, eac backed by ten cents!

FIRST WEEK...$3,998.90 IN DIMES

Wednesday, December 6 (one week of announcements o **news broadcasts only)** showed a total of 39,989 dimes. Practicall FOUR THOUSAND DOLLARS in ten cent pieces, sent to WL for its new war map in one week. (By December 18, with no mor announcements, the total had reached 45,744.) Listeners in fou states (including huge Chicago) have confidence in WLS news men; confidence built over twenty-one honest years of sincer service; confidence extending to **the products we advertise.** Se any John Blair man and arrange to try this four-state response fo YOUR product. Learn why so many of our customers, past an present, say WLS GETS RESULTS!

WLS GETS RESULTS

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

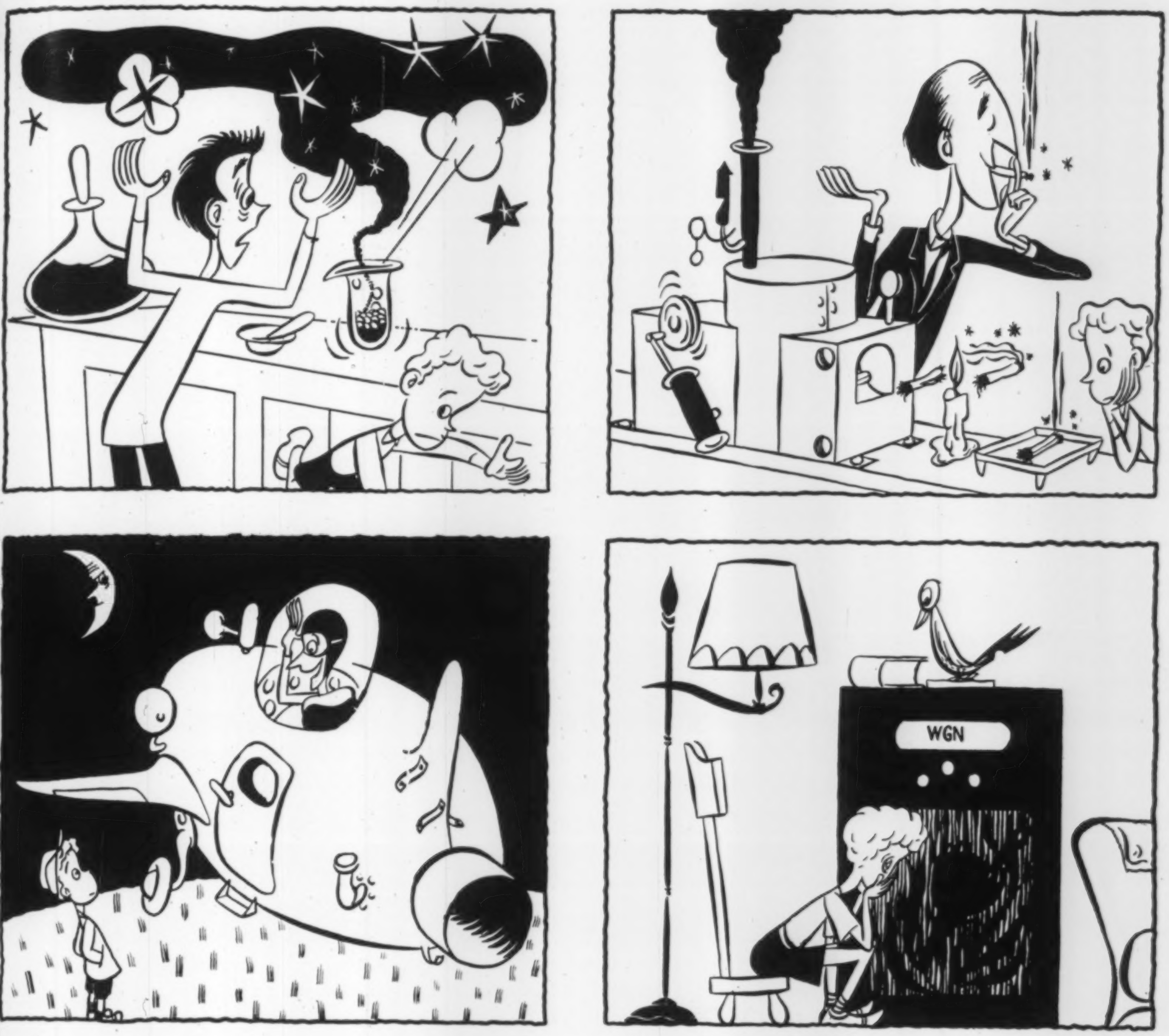
Burridge D. Butler
President

Glenn Snyder
Manager

CHICAGO 7

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLA

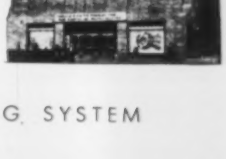


Little Elmer says: "There's no need experimenting in the Chicago area when WGN's leadership in local and spot business is so well established."

A Clear Channel Station

CHICAGO 11 **ILLINOIS**
50,000 WATTS 720 KILOCYCLES

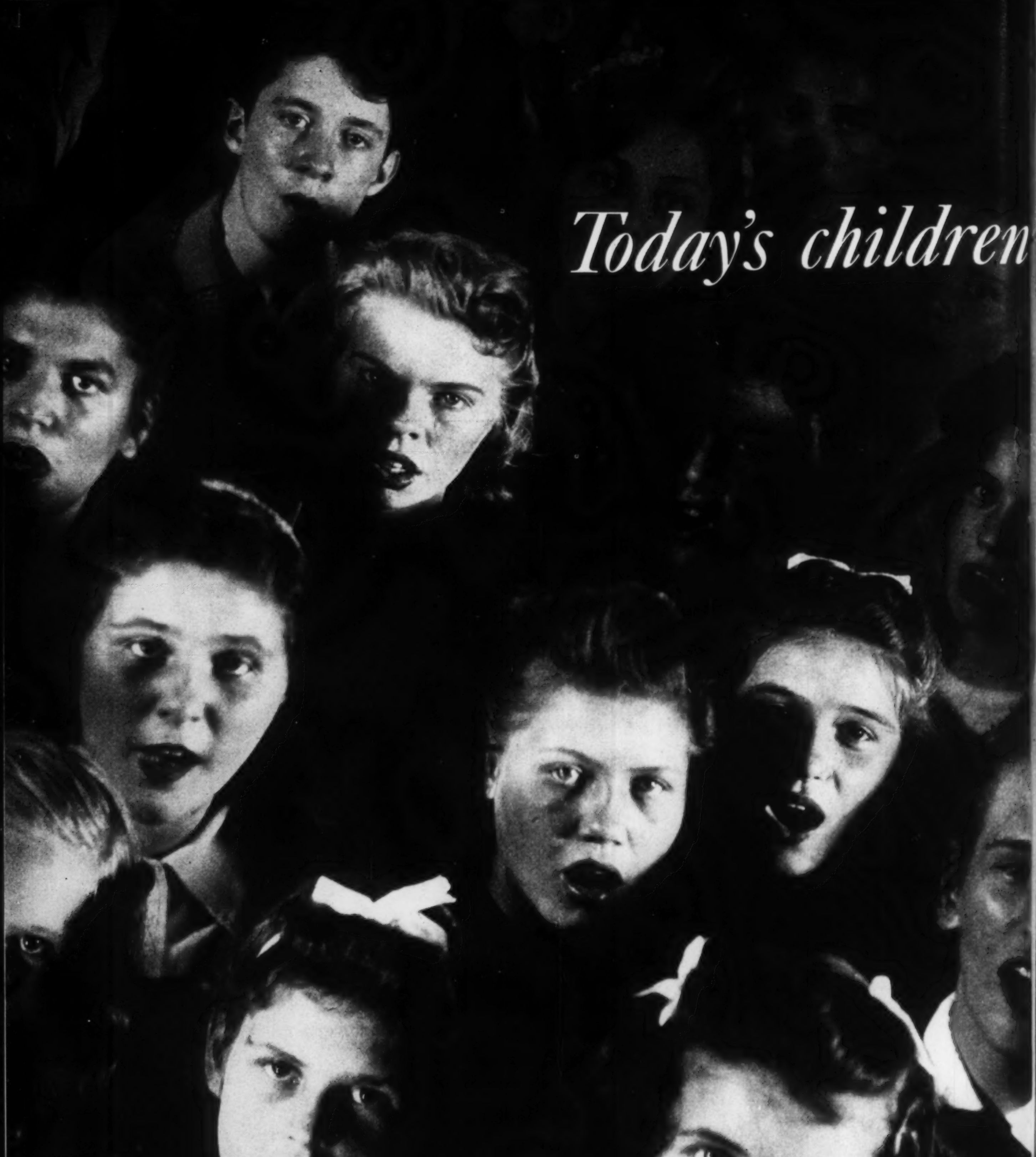
WGN



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.

Today's children



XUM

-tomorrow's leaders...

WITH the right start in life, any healthy and normal boy or girl is sure to become a good American citizen.

To give Boston's boys and girls the chance to develop under practical, spirited leadership, the Hearst newspapers in Boston recently organized the Massachusetts Youth Committee. The MYC, knowing the accomplishments of WEEI's *Youth on Parade* (which has successfully grown to be a CBS coast-to-coast favorite), asked WEEI to help.

A brand-new radio "station", MYC-WEEI, Jr., was born. It is the first of a complete "chain" of 14 intra-school stations to be built and operated by Boston boys and girls. Each is fundamentally an ingenious amplifying system which WEEI's chief engineer, Walter Stiles, Jr., designed for easy construction by students from spare receiver parts.

Dolphe Martin, director of WEEI's *Youth on Parade,* has written a manual showing students how to organize and operate a miniature "station" which incorporates all the basic elements that make up big league broadcasting.

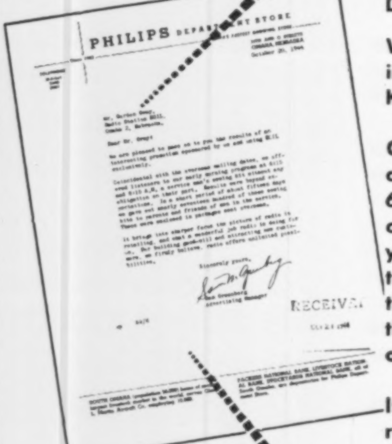
This practical plan for uniting the interests of myriad young people has caught on fast. The first MYC-WEEI, Jr., went "on the air" recently with hundreds of proud parents among the studio audience at East Boston High School.

Soon 14 MYC-WEEI, Jrs., will be operating in Boston—building radio's men and women of tomorrow... but, above all, building better citizens and community leaders for tomorrow.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

WEEI

Columbia's Friendly Voice in
BOSTON • 590 Kc
COLUMBIA OWNED
CBS



Results in Omaha!

Mr. Gordon Gray,
Radio Station KOIL,
Omaha 2, Nebraska.

Dear Mr. Gray:

We are pleased to pass on to you the results of an interesting promotion sponsored by us and using KOIL exclusively.

Coincidental with the overseas mailing dates, we offered listeners to our early morning programs at 6:15 and 8:15 A.M. a service man's sewing kit without any obligation on their part. Results were beyond expectations. In a short period of about fifteen days we gave out nearly seventeen hundred of these sewing kits to parents and friends of men in the service. These were enclosed in packages sent overseas.

It brings into sharper focus the picture of radio in retailing, and what a wonderful job radio is doing for us. For building good-will and attracting new customers, we firmly believe, radio offers unlimited possibilities.

Sincerely yours,

Sam Greenberg
Advertising Manager

"RESULTS WERE BEYOND EXPECTATIONS" . . . a common experience with KOIL advertisers . . . but words which are *still* music to our ears. Just one of the reasons why in Omaha, IT PAYS TO ADVERTISE ON KOIL.

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY,
General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

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NEW YORK: Bruce Robertson, *New York Editor;* Helen House, Thor Krogh.

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BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Production Manager:* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

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CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn. 1022
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
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Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

SMART BUYERS
use

WAAT

970 KC
NEWARK,
N. J.

Do you realize this market contains over 3½ million people: more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

SUMMARY of suggestions and requests from station program and sales executives interviewed:

1. Give us a service especially designed for radio broadcasting -- plenty of short instrumental selections -- separate vocals.
2. Give us material that will be exclusive to our station in our locality.
3. Give us music not available on phonograph records!
4. Give us enough selections by every performer to make the program worth while without repeats.
5. Give us network quality arrangements, musicians and vocalists.

Custom-Buil

THE NEW *Thesaurus* LA

Stripped to basic features, *The Music of Manhattan* is c
once a versatile music organization and a vibrant progra
exclusive to Thesaurus subscribers. It blankets the cosmopol
tan range of Manhattan itself—from Broadway rhythms t
penthouse moods—from concert hall to Harlem hot-spo
Everything from New York musically becomes something f
each listener.

• • •

The Music of Manhattan is the first of the new Thesaur
long planned innovations—Custom-built program organiz
tions. Others are being prepared, each as distinctive, ea
as severely measured against the Thesaurus check-list-
compiled by over 1,000 station executives who know wh
they want, and who *get it in Thesaurus!*

. . for the demands of all radio listeners

. . for the special needs of subscribing stations

. . to the exact specifications of more than
1,000 broadcasting executives!

LAN BRILLIANTLY INTRODUCED BY

The Music of Manhattan

STAR MUSICIANS—28 men recruited from top network commercial programs—musical supervision and direction, Norman Cloutier.

ACE ARRANGERS—10 of New York's foremost instrumental craftsmen—arrangements created exclusively for Thesaurus, not available from any other source.

TREMENDOUS REPERTOIRE—An unequalled range of late hits—standard favorites—original themes—symphonic orchestrations—authentic jazz rhythm sections—solo and choral units—fresh novelty numbers.

COMPLETE PROGRAMMING—Continuous listings for non-repetitive schedule—full 3 quarter-hour weekly material with *initial* release.

National Broadcasting Co.
NBC
A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

TOP SPOT FOR A NATIONAL ADVERTISER

Yours . . . if you hurry . . . 15 minutes on the 3rd highest "Hoopered" show between noon and six o'clock in Washington, D. C.

It's on the Tony Wakeman "Sports Parade" . . . Monday through Saturday, $145 for the whole business!

We're holding it for a national advertiser . . . first come first served. It's a dandy—on one of the fastest-growing stations in this six-station town.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

At Deadline . . .

BOB HOPE, comedian, has signed a 10-year approximately $10,000,000 radio contract with Pepsodent division of Lever Bros. Co., it was announced Friday by Charles Luckman, president of the division. The contract was said to have about as many million dollars as years. Hope has broadcast for Pepsodent since 1938. It is described as the largest radio talent contract of all time.

COUNTY PERFUMERY Co., Bloomfield, N. J., in promoting Brylcreem hair tonic, will spend most of its 1945 budget for radio, using quarter-hour programs and transcribed spots on about 18 stations. Campaign will begin early this summer. Agency is Atherton & Currier, N. Y.

NATIONAL Biscuit Co., New York, has begun a series of news programs for Premium Crackers and may expand to over 100 stations. Agency is McCann-Erickson, New York.

BY LATE Friday, James C. Petrillo, AFM president, had not replied to a telegram sent him Thursday by the Sixth Regional War Labor Board advising that he inform the Board within 48 hours what steps he has taken to comply with its order of Dec. 20 to call off the strike of musicians at the Minneapolis studios of KSTP.

E. J. BRACH & SONS, Chicago, on Jan. 4 extended *Swing's the Thing* on WGN Chicago to 11 MBS stations for 13 weeks. Agency is Schwimmer & Scott.

SELLERS of SALES

ALTHOUGH Frank Haas, timebuyer of Erwin, Wasey & Co., had an erudite schooling in Switzerland, Brookline, Mass., and Columbia U., he immediately followed this academic background with a post-graduate course in that venerable institution of highest learning, the University of Glancing Blows.

Most of these were absorbed at WCNW New York, where Frank worked during the summer and after graduation from the Business Administration School at Columbia U. At the station he did everything from sharpening pencils to sweeping up the shavings in the transcription room. He even did some acting and filled in as a sound effects man.

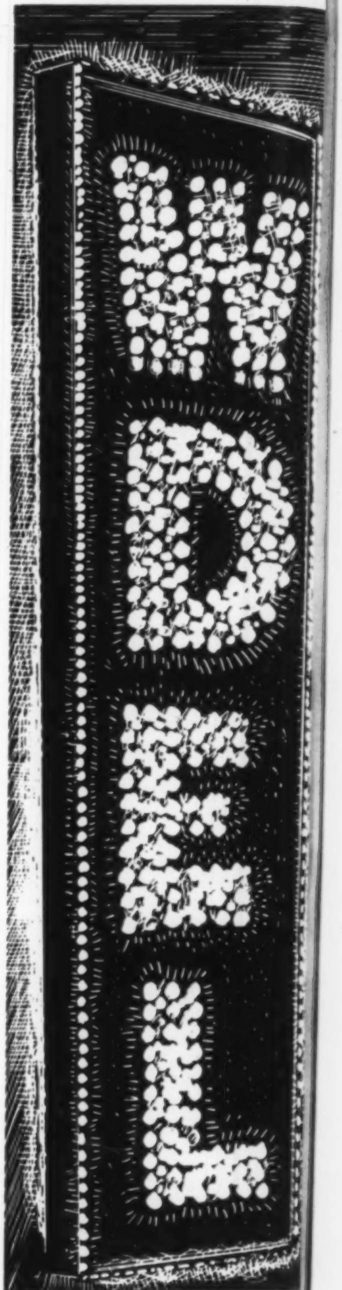
FRANK

When WCNW went off the air Frank joined Ruthrauff & Ryan doing account detail work on the American Tobacco Pall-Mall radio campaigns that were running at the time. After a year and a half or so, Clarke Brown, radio director of Lake, Spiro & Shurman in Memphis, offered him the job as timebuyer, handling primarily the placement of the Plough Proprietary business. Plough Inc., handled by that agency, is one of the largest users of spot radio.

But the three B's—Basin Street, Boogie Woogie and the Broiling heat combined with a nostalgia for New York, prompted Frank to return when the opportunity to become timebuyer at Erwin, Wasey presented itself.

In the past year Frank has bought time for Erwin, Wasey's long list of accounts: Musterole, Pertussin, Forhan's Tooth Paste, Kreml hair tonic and shampoo, Barbasol, Primrose House products, Dutch Master Cigars Dr. Edward's Olive Tablets, K. R. O., Johnson's Wax, Carnation Milk and Lydia E. Pinkham.

Frank is interested in radio production. He usually manages to be at the studio when Erwin, Wasey is producing a show or transcription. He is watching and studying from the agency viewpoint, the changes that will be brought about in radio by television as well as FM. He usually manages to get in a couple of weekends of skiing, and confesses that he "plays a lousy game of tennis."



WILMINGTON DELAWARE

5000 WATTS day & night

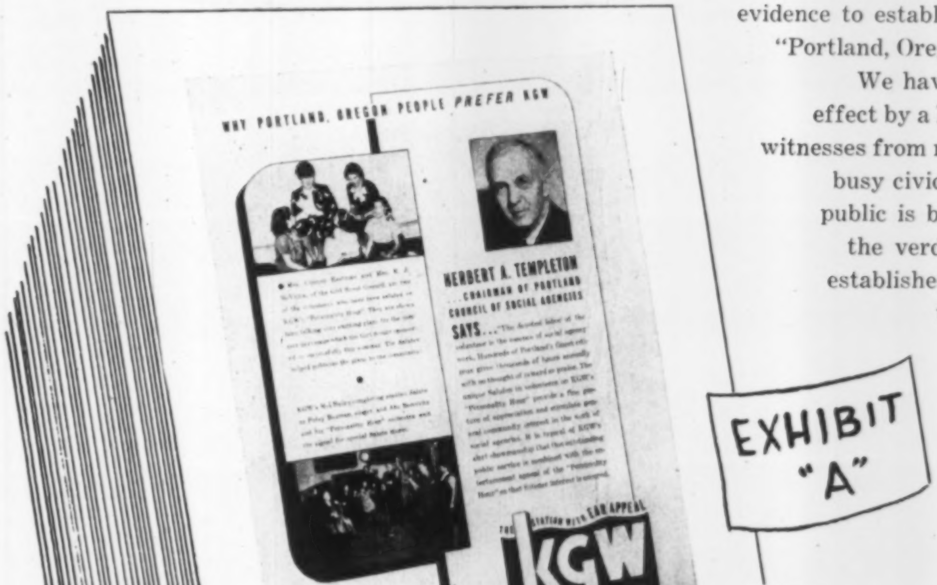
NBC BASIC STATION

Represented by RAYMER

THE *Evidence* IS IN!

WHY PORTLAND, OREGON PEOPLE PREFER KGW

During the past year in the pages of this magazine, we have presented ample evidence to establish the reason why "Portland, Oregon people prefer KGW" We have had testimony to that effect by a long list of prominent witnesses from many walks of Portland's busy civic life. In this case the public is both judge and jury and the verdict overwhelmingly establishes KGW as preeminent in the area it serves.



WHY PORTLAND, OREGON PEOPLE PREFER KGW

HERBERT A. TEMPLETON

...CHAIRMAN OF PORTLAND COUNCIL OF SOCIAL AGENCIES

SAYS...

THE STATION WITH EAR APPEAL

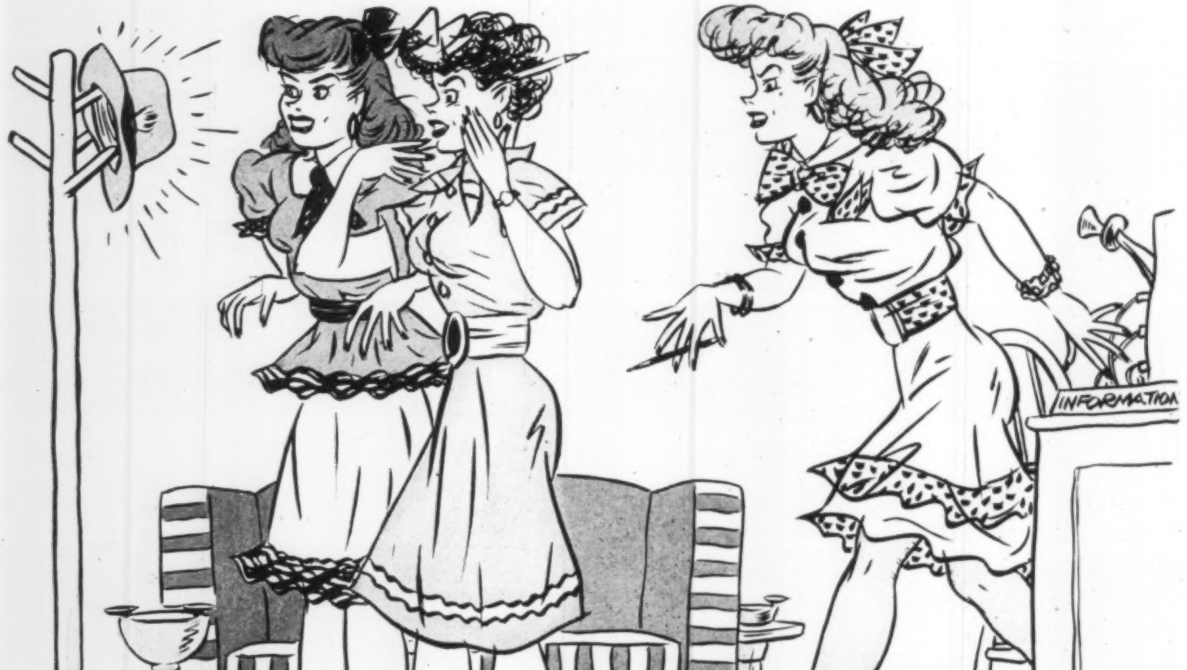
KGW

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.



"It's Mr. F&P. The Boss practically hugged him. Oh gosh....!"

● We've no secret methods of selling. We just try to discover what you want to accomplish with your advertising, then try to bring you the sort of data, information and suggestions that have seemed helpful to other people in the same boat. No cigars. But it's interesting to see how many time-buyers go ahead and give us their orders, anyway!

EXCLUSIVE REPRESENTATIVES:	
WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
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KTUL	TULSA
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KOIN	PORTLAND
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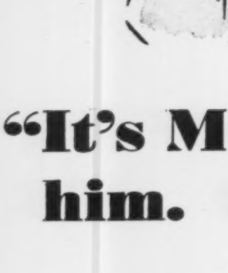
and WRIGHT-SONOVOX, Inc.	



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bld* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 2 WASHINGTON, D. C., JANUARY 8, 1945 $5.00 A YEAR—15c A COPY

Lea Probe Demands Sweeping Law Change

Joint Legislative Study, Scanning of Sales and Press Ownership Urged

By BILL BAILEY

ALTHOUGH GIVING the FCC what amounted to a clean bill of health, the House Select Committee to Investigate the Commission last Wednesday closed its hectic life of two years with recommendations for sweeping revision of the antiquated Communications Act. Preponderant opinion was that the FCC had won its case, although it suffered a few bruises.

Splitting along party lines, minority reports castigating the Commission were filed by Reps. Louis E. Miller (R-Mo.) and Richard B. Wigglesworth (R-Mass.), but the two Republicans joined their Democratic colleagues in urging that Congress define the Commission's powers and rights of broadcasters. Highlighting the majority recommendations were:

Four Main Points

1. Creation of a joint committee composed of representatives of the FCC and of all branches of radio to confer together with a view to concurring so far as practicable in legislative changes that will "contribute to the improvement of the present law and its better administration."

2. Congress should reappraise the "public interest, convenience and necessity" clause of the Communications Act and determine whether Secs. 311 and 313 [antimonopoly and antitrust] should be strengthened or modified in light of the May 10, 1943 Supreme Court decision upholding the chain broadcasting regulations.

3. The appropriate Congressional committee "might well consider" station sale prices and financial methods with a view to requiring a uniform system of accounts and, if necessary, divorcement of station accounts from other businesses of licensees.

4. Congress should review the newspaper ownership question with a view to providing necessary or clarifying legislation. Mere ownership of a newspaper should not exclude ownership and operation of a station.

Clearcut indications that Chair- n Clarence F. Lea (D-Cal.), o heads both the Select Com- tee and the Interstate & For- n Commerce Committee, pro- es to seek new legislation this sion was given promptly after ase of the report. He said it s his plan to have his Committee conduct hearings at this session on general revisions of the communications law, including the controverted subject of newspaper ownership.

"That (newspaper ownership) is one of the main things this Congress should decide," he declared. "It is a matter of policy which Congress, and not an executive agency, should define by law."

Lea's Plans

Chairman Lea also said he would not ask the House to extend the life of the Select Committee and that he proposed to work through standing committee channels. A subcommittee on communications of the Standing Committee in the 78th session was headed by Rep. Alfred L. Bulwinkle (D-N.C.). Whether Chairman Lea will draft an integrated bill designed to supplant the Communications Act of 1934, or simply introduce a series of amendments as a vehicle for the proposed hearings, apparently had not been decided last week.

Wigglesworth minority report on page 56; Miller minority report on page 58; reactions on page 63.

FCC Found Derelict

The Committee found that the FCC was derelict in many instances and that former Chairman James Lawrence Fly placed "broad interpretations" on various sections of the Communications Act, but it blamed lack of proper definitive legislation, rather than the Commission. The report was replete with conclusions of debatable interpretations and of bickerings, even among Commissioners, and in nearly every citation the Committee recommended overhauling the present Act.

Differences of opinion among Commissioners, though not a matter for condemnation, were brought about because various Commissioners interpreted the Communications Act "according to their different philosophies of Government," said the report. Led by Chairman Fly, the predominating group represented the "more liberal interpretation of the Act as to the broad powers conferred on the Commission."

"Under this interpretation," said the report, "powers that might be of debatable validity were claimed for the Commission. The other viewpoint believed in the strict construction of their powers with a view to restricting the Commission's activities and the exercise of caution in the exercise of debatable powers."

In spite of his leadership of the "broad interpretation" clique, Mr. Fly was commended as a "very able, resourceful man, strong in his convictions, aggressive and persistent". His zeal for work met with increasing opposition and "sometimes he was arbitrary in the conduct of hearings, to the irritation of persons appearing before the Commission and to some members of the Commission itself. His general assertion of the full powers of the Commission that might be claimed under the Act was from time to time a matter of bitter criticism directed at his activities."

Defines Basic Needs

Broadcasters contacted by the Committee and its staff expressed the collective desire to have broadcasting's relations and duties to the Government clearly defined in order that stations might operate with more certainty, the Committee disclosed.

Most of the bitterness involving the Commission, the Committee concluded, was based on personal likes

(*Continued on page 60*)

Main Recommendations by House Select Committee . . .

RECOMMENDATIONS by the majority of the House Select Committee to Investigate the FCC, extracted from the 53-page report, follow in the order of their appearance in the document, released last Wednesday:

1. Every practical effort should be made by the FCC to limit use of temporary licenses.

2. Congress should review newspaper ownership question with a view to providing necessary or clarifying legislation.

3. Congress should reappraise the "public interest, convenience and necessity" clause of the Communications Act in light of the May 10, 1943, Supreme Court decision upholding the chain broadcasting regulations and "might well determine whether or not the 'determination of the composition of that traffic' language of the Supreme Court opinion calls for any strengthening or modification" of Secs. 311 and 313 of the Act.

4. The appropriate Congressional committee should consider station sale prices and bookkeeping "with a view of giving authority to the Commission to require uniform systems of accounts and, if necessary, divorcement of station accounts from other businesses of the licensee".

5. Protests involving stations should be placed in open and not "confidential" files, the person "adversely affected" should be informed and "given an opportunity to reply".

6. As to the sale of WFTL Ft. Lauderdale, Fla., by Ralph A. Horton to the Fort Industry Co., of which Lt. Comdr. George B. Storer is president, "the Committee is of the opinion that there was deception and double dealing on the part of persons negotiating in behalf of the purchaser for this sale. . . . The Committee does not charge that the Chairman (James Lawrence Fly) intentionally or knowingly participated in aiding the fraudulent purposes, but wittingly or unwittingly his attendance at a private confer-

(*Continued on page 54*)

NABET Walks Out of Net Negotiations

Carries Case to NLRB On Charge of Unfair Labor Practice

AFTER WALKING OUT of its negotiations with the NBC and Blue networks, the National Assn. of Broadcast Engineers & Technicians last week carried its case to the National Labor Relations Board to force the networks to honor the NLRB certification of NABET's jurisdiction over platter turners.

Assured of speedy action by NLRB, Martin F. O'Donoghue, NABET counsel, took steps Friday to file an unfair labor practice charge with the regional board of New York, charging the networks with "wilful and deliberate refusal to bargain with NABET and to honor the certification of NLRB that NABET is the bargaining agent of NBC and Blue in the operation of all technical equipment including turntables."

Complaint Expected

NLRB is expected to issue a complaint early this week against the networks and will probably order a hearing to be held within 10 days at which the American Federation of Musicians as well as the nets will be called on to answer NABET's charge. Under usual Board procedure an order would then be issued giving the nets a definite time limit to bargain with NABET in accordance with NLRB certification of its jurisdiction. Should the nets refuse to abide by this order, the Board would go to the Second Circuit Court of Appeals to compel the nets, by judicial decree, to sign.

NABET decided on its course of action after carefully considering the seriousness of a strike against two networks and its effects on more than 330 affiliated stations and 10 owned and operated stations. Although the membership was unanimously in favor of taking the step and in one key station was on the verge of walking out, it decided to handle its case through the NLRB rather than to risk the public censure which might well result in having its fight go before the War Labor Board whose decisions Petrillo has seldom respected.

The showdown on the NABET-network controversy came Wednesday when Allen T. Powley, NABET president, demanded that the contracts being negotiated include platter turner jurisdiction. He told BROADCASTING that the network officials meeting with him in New York advised that they "couldn't say" whether they'd give him platter turners. Mr. Powley and his bargaining committee thereupon walked out of the negotiations, advising the networks he could be reached at his hotel until 1:30 p.m. in the event they changed their position. He received no call.

Earlier, NABET had received from the networks copies of contracts containing counter-proposals to demands it made during negotiations which began about a month ago after their jurisdiction over turntables was certified by the NLRB decision of Nov. 24. Upon examining the counter-proposals, Mr. Powley said, he was convinced the negotiations were little more than a waste of time, although, he said the network officials with whom he had conferred indicated they were agreeable to NABET's demands.

The counter-proposal, he said, contained practically the same terms as to wages, hours and working conditions as the old contract except that it did not include the turntable jurisdiction which the old contract contained. This section was designated "for discussion".

NABET's action was preceded by an overwhelming demand from broadcasters that NBC and Blue recognize the NLRB certification of the technicians' jurisdiction over turntables regardless of threats made by Mr. Petrillo to call "a series of wildcat strikes" if the nets signed with NABET. Despite a statement by Mark Woods, Blue president, pleading for a hands-off policy by the affiliates 65 Blue and 217 other affiliated and nonaffiliated stations sent telegrams to J. Harold Ryan, NAB president, urging a united front by the industry in taking a firm stand against Petrillo [BROADCASTING, Dec. 18, 25].

NAB Convention Is Cancelled By Byrnes War Travel Edict

THE OFFICIAL edict from War Mobilization Chief James F. Byrnes last Friday banning all gatherings of more than 50 persons requiring travel effective Feb. 1, will mean cancellation of the NAB's 1945 Executives War Conference, tentatively scheduled for the first week in May.

Director Byrnes announced appointment of a committee, headed by ODT Director Johnson, to pass on applications for all conventions or trade association meetings of more than 50 persons. On the committee will be representatives of the Army, Navy, War Production Board and War Manpower Commission. Mr. Byrnes said he hoped all meetings not necessary to the war would be cancelled voluntarily, thus precluding "further steps" by the Government. President Roosevelt approved the travel ban.

With the announcement of the ban, in the interest of the tightened war effort, NAB President J. Harold Ryan said there appeared to be no alternative but to cancel the 1945 sessions. Should war conditions brighten, it was thought, the war conference might be rescheduled later in the year.

The fact that the NAB session draws upwards of 1,000 delegates (the last was 1,100) places it in the category of large meetings, which would unduly strain transportation and hotel facilities.

Mr. Ryan doubted whether the ban would affect the NAB district meeting schedule, which gets under way Jan. 15 in Memphis. It was thought that by limiting attendance to one representative per out-of-town station, the letter of the Byrnes mandate could be met.

In view of the determination to call off the national convention, it was thought that Travel Board approval could be procured on district meetings. The matter will be surveyed this week, Mr. Ryan said.

MBS Up 41%

MUTUAL Broadcasting System's gross time sales for 1944 totaled $19,533,650, up 41% from the 1943 gross of $13,841,608. Leading advertiser was Sinclair Refining Co., whose MBS gross time charges were $1,301,917. Leading agency was Erwin, Wasey & Co., with billings on MBS of $2,406,501.

Robards Promoted

SIDNEY M. ROBARDS, for seven years a member of the RCA information department, has been named manager of the department, moving into the job vacated a year ago when Orrin E. Dunlap Jr. was appointed director of advertising and publicity.

Senate Expected to Approve Quickly Porter Nomination as FCC Chairman

QUICK SENATE approval of the nomination of Paul A. Porter for the FCC is seen this week following consideration today (Jan. 8) of the Presidential nomination by the Senate Interstate Commerce Committee in executive session. Mr. Porter, who has served as chairman of the FCC succeeding Mr. Fly under a recess appointment since Dec. 21, was renominated by President Roosevelt last Wednesday. Confirmation by the Senate is expected later this week, following which the President will name Mr. Porter chairman for the unexpired term of James Lawrence Fly until July 30, 1949.

Whereas Chairman Wheeler (D-Mont.) had indicated following the original Porter nomination last session that public hearings would be held, Committee attaches said last week the proceedings on confirmation would be in executive session. No formal protests had been made, it was pointed out, and it is customary to hold public hearings only when there are such protests.

Immediately following the original Porter nomination in mid-November the Socialist National Committee telegraphed Chairman Wheeler in opposition. This, however, was not regarded as in the category of a formal protest.

While several Republican Senators also were disposed to question the appointment as premised upon political factors, there was no semblance of organized opposition. The fact that Mr. Porter as an attorney specialized in radio and that he had served with distinction in important Government posts since th war tended to dispel Senatoria opposition.

Sen. Brooks (R-Ill.), a membe of the Committee, said it seemed t him "a pity that one who has bee so prominently identified with partisan activity should be appointe to a semijudicial post." Minorit Leader White (R-Me.), rankin Republican member of the Committee, however, had indicated h was not disposed to contest th appointment.

Following Senate confirmation o Mr. Porter, President Roosevelt i expected to fill the one remainin vacancy on the Commission, create when T. A. M. Craven resigne last July to become executive vic president of Cowles Broadcastin Co.

A number of names are unde consideration, with that of Rosel Hyde, assistant general counsel i charge of broadcasting, remainin in the forefront. He is an Idah Republican.

Another name mentioned for t Craven vacancy is Col. Theodore Bartlett, Army Air Forces co munications officer in the Europe theater, and former chief of t FCC Law Dept. administrative se tion. Col. Bartlett returned fr overseas duty a fortnight ago a is now assigned on special duty the air communications base Orlando, Fla. He entered the servi as a major three years ago and h been decorated for distinguish service in combat. He has been wi the FCC from its creation in 193

Mr. Porter in the interim ha been familiarizing himself with th duties of FCC executive head. H has asumed his predecessor's pla as FCC member of the Interdepar mental Special Committee on Co munications, functioning throu the State Dept., and also will he the Global Communications Su committee and the Shortwa Broadcasting Subcommittee. T Special Committee will meet th week with the newly-appoint Assistant Secretary of State, W F. Clayton, in charge of teleco munications. Commisisoner E. Jett will continue to serve as alt nate for the FCC chairman on t main and the subcommittees.

Feltis Named Measurement Bureau Head

Leaves KFAB Post; Will Tour NAB Meetings

HUGH M. FELTIS, who sparked the drive for a standard audience measurement plan for radio, is the new executive head of Broadcast Measurement Bureau Inc.

Mr. Feltis has resigned as general manager of KFAB Lincoln. He assumed his new duties Jan. 2, following appointment by officers of the BMB board.

Mr. Feltis, whose selection was approved unanimously by the Bureau's board, was persuaded by BMB officers to accept the assignment after he had repeatedly asserted that someone else should be selected. Familiar with the entire history of the BMB he, as chairman of the NAB Research Committee, introduced the resolution at the association's War Conference in Chicago Aug. 28 setting in motion the new organization.

To Explain Details

It was voted unanimously then to create, in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, a radio bureau of circulation which would utilize a standard method of coverage measurement.

The plan generally calls for a ballot count of listeners every two years, using one million ballots at a cost of $1 each. Total cost of the biennial survey, estimated at $1,000,000, is to be absorbed by station members.

Mr. Feltis, pursuant to his selection to head the new bureau, is dividing his time presently between Washington and New York, consulting with board members of BMB preparatory to presenting the plan in detail before district meetings of the NAB. These district meetings get under way Jan. 15 with the inaugural parley at Memphis.

Original financing for BMB was provided by the NAB, which appropriated $75,000 as a loan to the new organization to see it through its first formative year. It has been announced by J. Harold Ryan, president of NAB, that the AAAA has agreed to underwrite 20% of this original amount. At the present time NAB is scheduling two hours at each afternoon session at district meetings for presentation and discussion of the BMB plan, making it the top order of business. Mr. Feltis will submit to the board of BMB in New York at the office of the AAAA at 2:30 p.m. Jan. 9 his detailed proposal for further steps in obtaining funds to finance the bureau studies.

It is understood a program for assessing station members will not be announced until the first meeting in Memphis. However, at the time the plan was adopted by the NAB conference, it was said that cost to member stations would be based on station rates with a possible starting point of $150 per year.

Actual selection of Mr. Feltis was made by BMB board officers, including NAB President Ryan, chairman; Paul West, ANA president, 1st vice-chairman; Frederic R. Gamble, AAAA president, 2d vice-chairman, and Roger Clipp, president of WFIL Philadelphia, secretary-treasurer. The four officers of the board were authorized by the entire membership of the body to name the executive head. It is understood that Mr. Feltis will be permitted to make all other official appointments to the BMB. At the present time, candidates for the important job of research director are being considered.

MR. FELTIS

Speaking of Mr. Feltis' appointment, Mr. West said: "Advertisers are naturally gratified with this move toward standardization of the data on which radio time purchases are made. They feel it fortunate that Mr. Feltis has agreed to become executive head of the organization. We are sure that he will do the same splendid job in this position that he did as chairman of the committee in charge during the formulation stage of this project."

Seeks Industry Aid

First aim of the bureau is to enlist the universal acceptance and financial support of broadcasters. Mr. Feltis' qualifications to take on the task are a matter of record. He is a director-at-large of the NAB. Well-known in the broadcasting industry, with more than 15 years of experience in station operation, he comes to the new job from KFAB, where he has been general manager since 1943.

It was considered originally that Mr. Feltis would be asked to take a three- or four-month leave of absence from this post in order to do a selling job at the district meetings, subsequently stepping aside so an executive head of the organization could be selected. This plan was discarded as impractical by members of the BMB board who agreed that the person who did carry on as executive head of the organization must be the one who would make the original appeal for membership.

Mr. Feltis started his radio career in 1929 as a salesman at KVOS Bellingham; the following year he became acting manager of KXRO Aberdeen, Wash. He then succeeded to the management of KPQ Wenatchee and after three years moved to KFBB Great Falls as sales manager. Later, after a period as sales manager of KIDO Boise, he joined the staff of KOMO-KJR Seattle as commercial manager. He remained there for five years, when he was called to New York by the Blue Network in 1942 to serve in the station relations department. He left this post in 1943 to become general manager of the Central States Broadcasting Co., operating KFAB, KOIL and KFOR. When these stations were separated as a result of the duopoly order of the FCC, he became manager of KFAB.

Mr. Feltis was one of the pioneers in organizing plans aimed toward measurement of radio audiences. He was a charter member of the NAB sales manager steering committee, predecessor to the NAB sales manager executive committee. During the time he served these committees he campaigned for a uniform method of standard measurement for station coverage.

On Coast Group

In 1939 the Pacific Council of the AAAA appointed him to serve with its media committee to standardize methods of radio audience research. His background in this phase of broadcast operation resulted in his selection early in 1945 to succeed Mr. Ryan as chairman of the NAB research committee.

Mr. Feltis appointed a technical subcommittee, headed by Mr. Clipp. It was the report of this subcommittee that Mr. Feltis presented to the executive war conference in Chicago. Other members of the committee were: John Churchill, CBS New York; Edward Evans, Blue New York; Kenneth Greene, NBC New York; Barry Rumple, NBC New York; Frank Stanton, CBS New York; Richard Puff, MBS.

Serving on the research committee with Chairman Feltis were: Mr. Clipp, Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington; John McCormack, KTHS Hot Springs; Mr. Rumple; Frank N. Stanton, CBS New York; Jack Williams WAYX Waycross, Ga.

Action of the new board of BMB to have six rather than five representatives for each of the participating associations was taken at the last organization meeting. Mr. West becomes the sixth member from the ANA. Mr. Gamble is expected to appoint a Chicagoan as the sixth member from the AAAA. Mr. Ryan made an interim appointment of Robert T. Mason, general manager, WMRN Marion, as the sixth NAB representative on the board. Mr. Feltis will continue to serve as a member of the board, since his resignation from the group cannot be accepted until there is another meeting of the NAB board of directors, which appointed him originally.

RESENT AT the organization meeting of the Broadcast Measurement ureau, held in New York Dec. 15, was this group of broadcasters. Seated the head of the table (left foreground) is NAB President, J. Harold yan. Seated around the table are: (l to r) Frank M. Russell, NBC ce-president; *Paul F. Peter, NAB director of research; Hugh M. ltis who was then the general manager of KFAB and now is serving executive head of BMB; *Herald Beckjorden, assistant secre- ry, AAAA; Leonard T. Bush, vice-president, Compton Adv. Agency; nnea Nelson, chief timebuyer, J. Walter Thompson; Carlos Franco, ad of station relations, Young & Rubicam; A. N. Halverstadt, director media, Procter & Gamble Co.; *Paul B. West, president, Assn. of tional Advertisers; D. E. Robinson, director of research, Pedlar & yan; *Isaac W. Digges, ANA counsel; Donald B. Stetler, advertising rector, Standard Brands; *George Link, AAAA counsel; *John Mor- n Davis, NAB counsel; Roger W. Clipp, president, WFIL; Frederic . Gamble, AAAA president. Board members unable to attend were: seph M. Allen, assistant vice-president and advertising manager, istol-Myers; Robert F. Elder, director of market research, Lever Bros. .; J. A. Miller, advertising director and sales promotion manager, andard Oil Co. of N. J. Names with asterisks indicate those not board mbers, who attended to assist in organization detail.

Cassidy Discovers That War Is Hell

Attack by Divebombers Brings Realization Of Utter Terror

By JAMES CASSIDY
WLW War Correspondent With the American Forces in Belgium

The author of the accompanying report is director of international broadcasting of WLW Cincinnati. Since arriving on the European scene a few weeks ago, he has scored numerous radio "beats"—among them the first broadcast from German soil and the first eyewitness radio account of American shelling of the Nazi home territory, both carried by WLW and NBC.

TWO DAYS BEFORE Christmas the full utter terror of war came home to me as it never has before. Two days before Christmas, with a number of friends of mine, I was caught in a German divebombing attack.

The bombing was a small part of the tremendous counter-offensive which has been launched against the First Army and of all the events that have happened to me since I came over here this was the worst. A number of us were in a building somewhere in Belgium. We had just finished lunch. It was a clear bright day. The sun was coming out and because most of us were tired after all that had happened we decided just to rest a few hours before moving again. I was looking at a copy of the *Stars and Stripes.*

The Dive

Suddenly there was a tremendous explosion a short distance away. Having been blasted out of a building by a buzz bomb earlier in the week I thought that this was another that had gone safely overhead and landed beyond us. But it wasn't a buzz bomb. It was German plane divebombers, three or four of them. There were quick frightened shouts from the men in front of the building, a modern building with good strong walls but also with huge planes of glass in front. There was a frenzied terrible scramble as all of us in the front room of the building dived into a corner. George Hicks jumped in right on top of me and dug his head into the scramble of people who were huddled in a corner.

Then the German plane came down. It dove down in the long terrible drone, dove and dove until it seemed that it must crash right on us.

Then the blast came. It came in a horrible, stunning explosion. The building rocked as the bomb went off directly outside and the walls, the windows, the plaster came tumbling down upon us.

My own senses went numb. I felt nothing and I thought nothing except one thing—that more bombs were coming and they did. There was a second I heard a cry of pain, not a loud cry but a surprised private cry of pain as the building rocked again and the air was filled with the uncontrollable earthshaking cataclysm of sound. Then another explosion came rocking the building a third time.

By now the building was a white fog of dust, dust scattered over uniforms of men lying on the floor, dust over the remains of somebody's noontime meal and mingled with the dust and plaster, thousands of slivers of glass, glass everywhere.

My eyeglasses had fallen off. Stupidly I fretted because I thought they were broken next to me. I saw a table and dived under it for protection. I remember saying to myself, "Oh God, Oh God" and sweating with fear in case the ceiling should cave in.

We could still hear the bombers. Is this the end of everything, I wondered—of home life and the future.

Strafing

Another came down but this time there was no bomb. This time it was the loud rattle of strafing. The shells spattered against the walls and then it was over.

Slowly, we picked ourselves up. What I remember most, even more than the front wall blown away, was the whiteness of everything changing its appearance as the first snowfall changes the look of the field. The building was unrecognizable. It had been modern. Now it was a shambles of concrete, draperies, glass on the floor and light coming in where the front wall had been.

One man was moaning and clutching his arm. Others were bleeding. I felt myself to see if anything had happened. There was a little blood on my arm but that was all. I had been one of the lucky ones. I was alive.

MR. CASSIDY

Out on the front yard four men were dead; one of them was my roommate Jack Frankish of the United Press. I didn't know he was dead until somebody wandered up to me and asked me if I knew it.

I remember saying, "Oh my God" again and then wandering around in a kind of dull stupor, not quite certain of what I was doing.

Two trucks were in flames reaching fifty feet high. Outside the ambulances came and carried away the dead and the wounded. I found another correspondent Jack Wilhelm of Reuters whose leg had been bruised a little but he and I and Harold Denny of the *New York Times* found a jeep and climbed in and got away from the hellish place.

Radio Correspondents Assn. to Fete High Government Officials on Jan. 11

TO ACCOMODATE several high Government officials who will be honor guests, the Radio Correspondents Assn. has changed the date of its annual dinner from Jan. 13 to Jan. 11, Earl Godwin, president, and William Costello, chairman of the dinner committee, announced last week. The dinner now is scheduled for 8 p.m. Thursday at the Hotel Statler, Washington.

Bob Wood of CBS Washington, chairman of the entertainment committee, said all four major networks will combine facilities to present a program of top-ranking stars. On the committee with Mr. Wood are William Hillman, Blue; Charter Heslep, Mutual; Carleton Smith, NBC.

Acceptances already have been received from several Cabinet members and heads of Government departments, as well as heads of the networks, according to Mr. Costello. Among the dignitaries who will be guests of the association are Vice-President-Elect Truman; Associate Justices Reed and Douglas of the Supreme Court; Gen. George C. Marshall, Chief of Staff; Adm. William Leahy, chief of staff to the Commander-in-Chief; Lt. Gen. Alexander A. Vandergrift, commandant, U. S. Marine Corps.

Secretary of the Navy Forrestal, Secretary of the Treasury Morgenthau, Secretary of Agriculture Wickard, and Postmaster General Walker also will attend. Secretary of State Stettinius tentatively accepted.

Niles Trammell, president of NBC, and Paul W. Kesten, executive vice-president of CBS, also have notified the Committee they will be present. Invitations have gone to President Roosevelt, heads of the other networks and all Cabinet members, as well as to associate members of the association, more than 100 of whom live outside Washington.

CBS to Get KSO, KSCJ From Blue

Transfers Effective June 15; Follow Cowles Shifts

KSO Des Moines and KSCJ Sioux City, both present affiliates of the Blue Network, will join CBS June 15, Herbert V. Akerberg, CBS vice-president in charge of station relations, announced last week. A sequel to the recent announcement of the Blue Network that the Cowles stations, KRNT Des Moines and WNAX Yankton would transfer their affiliation from CBS to the Blue on June 15 [BROADCASTING, Dec. 18], the CBS statement confirms the predictions made by BROADCASTING at that time.

KSO to Be Basic

KSO, 5,000 w on 1460 kc, will be a basic CBS station, with a nighttime hour network rate of $210. KSCJ, 5,000 w on 1360 kc, will be a basic supplementary CBS outlet with a nighttime hour network rate of $160. Current CBS rate card shows KRNT, 5,000 w on 1360 kc, as a basic station with a network rate of $220 per evening hour, and WNAX, 5,000 w on 750 kc, as a member of the northwestern group with a network evening hour rate of $250.

WJEF Grand Rapids, Mich., which will join CBS as a supplementary outlet when it goes on the air, has postponed that date from Jan. 15 to Feb. 1 because of construction difficulties. Station, owned by John E. Fetzer, operator of WKZO Kalamazoo, will operate with 250 w on 1230 kc with a network evening hour rate of $75.

TSN Renews MBS

TEXAS State Network has renewed its affiliation contracts with Mutual for another two-year period effective Jan. 1, 1945. Contract cover the complete TSN line-up comprising the six-station north-south group and the three-station east-west group.

Continential Can on Net

CONTINENTAL CAN Co., New York, on Jan. 6 made its debut as a radio network advertiser when it assumed sponsorship of the CBS documentary feature, *Report to the Nation* on 142 stations plus CBS outlets in Toronto and Montreal from 1:30-2 p.m. Continental Can in its weekly program, will use institutional commercials as well as tin containers commercials. Agency is BBDO New York.

Wisc. Net Appoints

WISCONSIN Network Inc. has announced appointment of Bur Smith Co., New York, Chicago and Los Angeles as exclusive national sales representatives. Network, organized in 1941, is affiliated with Mutual, and comprises eight Wisconsin stations: WCLO Janesville; WRJN Racine; WIBA Madison; Poynette; KFIZ Fond du Lac; WHBL Sheboygan; WHBY Appleton; WFHR Wisconsin Rapids; WSAU Wausau.

Heavy Weather

That big picture certainly gives you an idea of what "heavy weather" can mean to a ship.

We're using it to try to remind radio advertisers that when sales start to hit heavy going . . . they'll need to check all the media they buy. And the time to start thinking is NOW.

Our interest is radio in Baltimore . . . W-I-T-H, the successful independent. Authenticated facts prove that in this 5 station town, W-I-T-H produces the greatest number of listeners at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm . . . NOW!

W·I·T·H
Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Over 66 Million Given in '44 Via OWI

High Figures Hardly Reveal Story of Radio's Effort

By GEORGE P. LUDLAM
Chief, Radio Bureau, OWI

RADIO last year contributed $66,141,600 of time and talent to the war effort through the OWI Radio Bureau allocation plans, as the statistical table on this page demonstrates.

The figures are imposing—and some 20% better than last year.

But figures barely begin to tell the story. They reveal little of the thought and time and intelligence put into radio's effort, and even less of the significance of this joint industry-government weapon of war.

Through radio's war information machine, the Government has, in effect, a direct wire into practically every American home. It can bring war messages and appeals right into the family circle, presenting them through the voices of radio personalities who enjoy the affection of the listener, or in the form of dramatizations which not only make the messages interesting and easy to understand, but which illustrate and greatly point up their urgency.

The fact that this effort is voluntarily assumed on the part of advertisers, agencies, networks, stations, writers, producers and talent—and the fact that the great majority of those in the actual production end of the machine undertake their assignments conscientiously, and with a full awareness of the importance of their work—has brought to the radio war information program a success comparable only to the great success of commercial radio itself.

The listener is not only not annoyed—but every survey ever made to discover whether there is a surfeit of war messages on the air has not only turned up with a negative answer, but has disclosed a large body of listeners who think that there are not enough.

That this public acceptance of war information on commercial radio is due in large part to the high quality of presentation is attested indirectly by the continuing results of the Radio Bureau's monitoring service, which show that about 65% of the war messages rate either "excellent" or "good," 30% "fair," and only 5% "poor."

As of the end of 1944, in short, radio's war information machine is running smoothly and effectively. It is performing a most valuable service in the country's war effort.

What of 1945?

In looking forward to the coming year, the Radio Bureau can see ahead only a continuing war job, the gravity and urgency of which will demand the very best that radio has of brains, imagination, showmanship, and ingenuity.

The German conflict, apparently so near its end in August, demands constantly increasing quotas of vital materials of war. And beyond victory in Europe, twin enemies face us across the Pacific—distance and Japan. The potency of neither is yet clear to many of us. Throughout 1945 we shall need every possible ounce of effort in war production, every possible seaman to man our cargo ships and tankers, nurses for battlefronts and hospitals, sharpened awareness by all of us of the continuing necessities of wartime living at home—food rationing, bond buying, price control, security, to mention but a few.

It is our hope, therefore, that we will continue to receive—indeed, if war needs are to be met, the war agencies and the armed services tell us that they *must* receive—the same enthusiastic, conscientious and intelligent support of our OWI facility plans that has made radio's war participation on the domestic front for the past three years something of which it has every right to be pround.

MR. LUDLAM

RADIO PARTICIPATION IN WAR INFORMATION CAMPAIGNS—1944

A Summary of Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributed by Advertisers, Networks and Stations

OWI FACILITIES	No. of Programs	No. of War Messages Per Week	No. of War Messages Per Year	Est. "Listener-Impressions" Per Week	Est. Annual Value of Time & Talent (Net)
1. Network Allocation Plan	410	210	10,920	460,000,000	$39,000,000†
Sponsored	260				
Sustaining	150				
2. Special Assignment Plan	...	50	2,575	95,000,000	8,449,000†
3. National Spot & Regional Network Allocation Plan	185	1,617*	84,048	24,000,000	2,774,000†
4. Station Announcement Plan:	(Stations)				
Network Affiliates	621	26,082	1,356,264	....	....
Independent	272	17,136	891,072	....	....
Total	893	43,218	2,247,336	63,000,000	15,861,000
5. Special Events	32	......	....	....	57,600†
6. Women's Radio War Program Guide	1,000	......	....	....	....
TOTAL	...	45,095	2,344,879	642,000,000	$66,141,600

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*Represents number of station broadcasts per week.
†Figures represent commercial value of time and talent of programs carrying OWI assigned messages.

TYPICAL OWI RADIO CAMPAIGNS IN 1944

Campaigns	Weeks	Programs	Station Announcements	Est. Listener Impressions	Est. Value of Time and Talent
WAC Recruiting	43	600	112,144	1,318,256,000	$2,700,000
Prepare for Winter	10	484	43,218	583,725,000	1,500,000
Victory Gardens	16	274	36,330	1,095,480,000	805,000
Red Cross War Fund	10	431	93,765	1,166,205,000	2,000,000
Fourth War Loan	5	472	87,994	1,390,543,000	2,574,000
War Production Comes First	4	226	......	519,798,000	1,000,000
Cadet Nurse Corps	13	223	25,515	625,695,000	1,250,000
Income Tax Regulations	8	315	10,248	686,345,000	1,314,000
Sixth War Loan	4	817	25,012	1,675,297,000	2,812,840
National War Fund	5	421	41,514	787,616,000	1,500,000

Biscuit Series

CONSOLIDATED BISCUIT Co Chicago, on Jan. 8 begins sponsorship of six spots weekly on the following Chicago stations: WG WMAQ WBBM WIND WCF WLS. Contract for six weeks wa placed by Ruthrauff & Ryan, Chicago.

RWG Chicago Office

RADIO WRITERS GUILD ope a Chicago office Jan. 8 at 203 N Wabash Ave. Office will be heade by Jean Pettus, formerly wit AFRA in Chicago, who becomes regional secretary for the Guild.

THOMAS A. WHITE, vice-preside of Jensen Radio Mfg. Co., Chicag has been appointed president and ge eral manager succeeding W. E. Ma son, who retires, but remains a directo

VIDEO SNOW STATIC

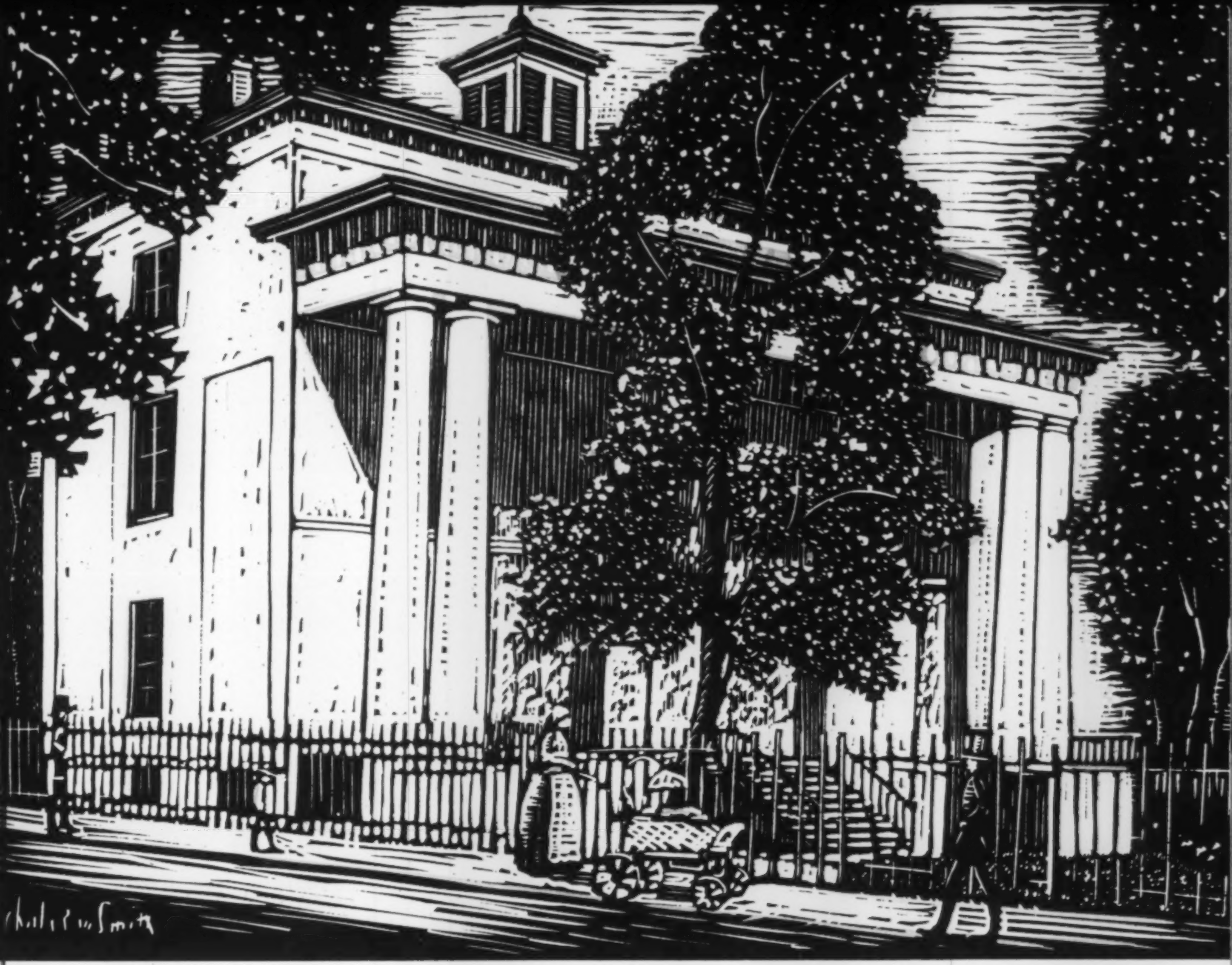
Dr. Caldwell Observes Electronic Flakes

SNOW STATIC is the latest i terference marring a television picture, according to Dr. Orestes H Caldwell, editor of *Electronics Industries* and former member of th Federal Radio Commission, wh observed snowflakes carrying stron electrical charges appearing a black-white flashes on his televisio screen during a recent snow stor at his country home near Gree wich, Conn.

With the air dry and cold, eac flake collects electrons as it swir downward, and when these flake strike a shortwave antenna, th electrical charges imparted to th antenna are strong enough to impair communication. Part of th electrical charges on the snowflake may have been produced at th birth of the snow crystals in th upper atmosphere as the myriad of tiny water droplets combine into a common mass with a relatively small surface area which wa then charged to a higher potentia Dr. Caldwell revealed.

To avoid future impairment o his television reception, if furthe electrified snow is to fall this wi ter, Dr. Caldwell has arranged special insulated dipole antenn By keeping the snowflakes out o contact with any metal parts o the antenna the television imag will still be received, without an snow static to mar the picture.

XUM



WHITE HOUSE OF THE CONFEDERACY, RICHMOND, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

HERE CAME THE COURIERS...

For four battle-scarred years, this Richmond landmark was the hub of the Confederacy. To it came Generals for conference, and the couriers bearing news. Here lived Jefferson Davis, President of the Confederacy. As his home, it was "The White House of the Confederacy" .... Today it is a museum housing invaluable relics and heirlooms of the Old South .... a living link between a modern city and the charm and dignity of the past. Such an indestructible binding together of the Old and the New presents a clear and true analogy of WRVA's respect for tradition, faith and competence for progressive future.

50,000 WATTS .... NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

XUM

A Decade with

WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

Music, Music Everywhere

Reprinted From Christian Science Monitor

By VOLNEY HURD

WHEN is a musician not a musician? James Caesar Petrillo's latest efforts spotlight that question. In fact they practically demand its rephrasing into "Who is not a musician?"

The current threat of a strike by his musicians' union, if the networks sign with the National Association of Broadcast Engineers and Technicans for the purpose of record changing in radio stations, makes that question pertinent. Record changing or "platter turning" as it is called in the industry, is logically an engineering job. There is absolutely no musicianship involved. But having managed to get the Chicago radio stations to submit to the idea of union musicians being paid union musician fees for this unmusical task, naturally James Caesar, not being James Alexander, sees new worlds to conquer—and the promised lands of those worlds are the major radio networks.

Now the Engineers and Technicians Union is making a fight for its rights. In fact the National Labor Relations Board awarded to that independent little union jurisdiction over platter turning. So this is not a case of Petrillo against employers but Petrillo against labor—Petrillo against a decision by the very government which passed the legislation which has given him so much power.

For it is not only the case of the Engineers trying to hold on to the rights to turn platters that is involved. It really is the bigger issue of what constitutes a musician—and how far will the Musicians' Union go in claiming jurisdiction and control? If the turning of a record is musicianship, then much more so is the handling of the apparatus which electrically translates the record indentations into music. Thus the Musicians should take over the radio station engineering control boards. There would be more musicianship involved in that case than record turning, because they could at least make the music loud or soft at will.

Then surely they should also handle the transmitter engineering, for that is how the music is sent into the air!

But we are not at the end yet. Going back to the radio station we must trace this extension of the boundaries of musicianship backward as well as forward in order to get the whole picture.

And that takes us back to the pressing plant which made the record. Surely the machines turning out these musical engravings are doing a musician's job. And if so they belong to James Caesar, too. And so do the studios where the records are originally made, with another set of engineers there to be turned into musicians.

Now by this time James Caesar Petrillo, of course, would have complete control of all American radio stations, not only in the performing musicians but the engineering staffs as well. But would he stop there? Judging only by his methods to date he would then cast about and suddenly discover that the sales department that had sold a client a musical show was certainly trafficking in music and if that doesn't come under the Musicians' Union, what does?

To paraphrase another Caesar, "I came, I saw— and darned if I didn't hear music all the time!"

Symphony Plan

OF INTEREST to those concerned with broadcasts from large concert halls will be the next two Sunday programs of the Detroit Symphony, when Mutual will invite listeners to judge the effectiveness of a new method of electrical compensation for accoustical effects in large auditoriums. New system to be tried out on the Jan. 13 program, for comparison with preceding Sunday's program, has been developed by Edward J. Content, assistant chief engineer, WOR, Mutual's New York affiliate. Mr. Content explains that high sounds lose much more energy than basic tones in large auditoriums; that a way has been found to rejuvenate overtones through compensation by means of electrical filter equalizers in the audio circuits.

Religious Series

INTERNATIONAL COUNCIL of Religious Education, Chicago, has recorded 234 5-minute dramatic shows based on current events with strong religious appeal. There is time allowance for a local church identification on each record. Approximately 175 stations are expected to carry the bi-weekly 39-week series, effective Jan. 2. Recording expense is borne by 42 denominations of the organization and interdenominational agencies of churches in local communities. Stations agreed to carry the series as a public service feature are: WGY WPRO WGBI KANS KWOS WARM WFDF WRVA KVOO KADA WJPF WTAX KWBW WLLH WTAG WBCM WFEA WHIO KCRC WBBZ WFAA KGKO WKBB WSOY.

Accuses Trammell

IN A STATEMENT released by National Newspaper Service, syndicate handling his column, Upton Close accused NBC President Niles Trammell of inaccuracies in his statement explaining why the commentator was dropped. Mr. Trammell's reason for dropping Close was a matter of network operations but Close declared, "I shall be able to point out to the Senate and House Interstate Commerce Committees, members of which have asked for them, the pressures brought upon NBC and made known to me either through executives of the organzation or sources outside the organization ever since the time of Pearl Harbor when I was improperly barred from station KPO in San Francisco . . ."

CHARLES W. HOLLOWAY, 30, OPA food economist and husband of Dorothy Ames Holloway, assistant information director of the FCC, died Dec. 31 in Johns Hopkins hospital, Baltimore, following a long illness.

When you eat at the same restaurant week after week the food *must* be good!

When advertisers use the same station to sell their merchandise year after year, as scores of WIP advertisers do, the "profit pie" *must* be good eating!

Just a few availabilities left . . . better hurry!

3RD MARKET MUTUAL AFFILIATE

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

610 KC

5000 WATTS

Represented Nationally by
GEO. P. HOLLINGBERY CO.

Navy Radio Discussion

CAPT. J. B. DOW, USN, will discuss "The Navy Electronics Program and Some of Its Past, Present and Future Problems" at the joint session of the American Institute of Electrical Engineers and the Institute of Radio Engineers scheduled for 8 p.m., Jan. 24 at the Engineering Societies Bldg., New York. The AIEE will present its Edison Medal to Dr. E. F. W. Alexanderson of General Electric Co. at this session [BROADCASTING, Dec. 25].

Stewart-Warner Promotions

THREE promotions of men who have been with the company about 25 years have been made by the Stewart-Warner Co. Arden LeFevre has been named vice-president and director of engineering of division one (alemite, instruments and radio); Fred R. Cross, advertising manager and George W. Oehlsen Jr., assistant director of engineering, division one.

BLUE NETWORK
KQV

GROUND FLOOR OFFICES of KQV under new ownership have been opened in the Union Trust Building Arcade, Pittsburgh. Pete Wasser, vice-president, announced a rotation of window displays featuring KQV and Blue Network programs. KQV was sold by Hugh J. Brennen, also owner of WJAS Pittsburgh, to four businessmen under the FCC duopoly rule [BROADCASTING, Aug. 21]. New owners are William S. Walker, president of Walker & Downing, advertising agency; Irwin Wolf, vice-president of Kaufman's Dept. Store; Earl F. Reed, attorney, and Charles T. Campbell, former head of a ship transportation company. KQV is one of the nation's pioneering stations.

STEAK AND PORK CHOPS

Stock raisers are big business in the tri-state section of Arkansas-Louisiana-Texas, served by 50,000 watt KWKH. Purebred cattle and hog culture is a large and expanding industry here, where mild climate and fertile soils solve most housing and feed problems. Today, in this developing region, nearly 600,000 head of cattle and calves and some 400,000 hogs and pigs representing millions of dollars of potential purchasing power, are growing and fattening for the central market, Shreveport, to help supply war meat needs. Powerful KWKH serves this area and influences the buying habits of its prospering millions!

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

KWKH
CBS ★ 50,000 WATTS

The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

PRINCE ENGINEERIN HEAD IN GE SHIFT

SEVERAL promotions, shifts i responsibility and a change i the management of the Apparatu Dept. have been announced by th General Electric Co.

David C. Prince, vice-presider formerly in charge of applicatio engineering for the departmen has taken charge of the engineering laboratory, activities of whic are being broadened to include requirements of the entire compan E. D. Spicer, vice-president respor sible for apparatus manufactur is now a member of the president staff in New York supervising em ployee relations and consultant general manufacturing matter William R. Burrows, a vice-pre ident since 1927 and chairman the labor relations committee, retired Dec. 31.

The apparatus operating commi tee was discontinued at the close the year and Roy C. Muir, a vic president of the executive staff, ha relinquished his special duties become general manager of th whole department. Earl O. Shrev vice-president and chairman of th defunct committee responsible f all apparatus sales, is now a mem ber of the president's staff in charg of customer relations.

Mr. Muir has named H. V. Erbe commercial vice-president and man ager of the Central Stations Div sions, assistant general manage of the department; C. H. Lang vice-president, as manager of sale H. A. Winne, vice-president, man ager of engineering; Neil Curr Jr., manager of manufacturing Guy S. Hyatt, assistant comptrolle head of accounting; and W. Jenkins of the law departmen counsel.

In San Francisco, Frank Barnes who for several years wa specializing in industrial electroni and radio communications for th company, has been appointed di trict representative for the tran mitter division. Mr. Barnes' terr tory includes northern Californi Pacific Northwest and Rocky Mou tain areas.

Navy Thanks Radio

REAR ADM. A. S. Merrill, US Director, Navy Office of Public R lations, sent the following lette to NAB President J. Harold Rya "The year 1944 has seen the Unite Nations make great strides towa the ultimate victory, for which are all striving. During this even ful year, the NAB and its ma member stations have assisted th Navy both in telling its story a in procuring personnel. I wish take this opportunity of thankin you, your staff and membership f your cooperation during 1944, a to extend to all hands best wishe for a Merry Christmas and a Ne Year that will bring us closer our ultimate goal."

Cearley Joins RCA

LON A. CEARLEY, head accoun ant for the FCC in charge of th New York office, has resigned join RCA as second assistant Larry Hill, vice-president and co troller.

Today's
BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

EAST

WHN—New York
50,000 Watts
FOR LADIES ONLY
1:00 to 1:30 P.M.
Mon. thru Fri.
Meaning that nationally known author and home counsellor, Ella Mason, with a program both entertaining and helpful.
Daily participation—$275.00 per week.

WFCI—Providence-Pawtucket
1,000 Watts—Blue
BETTY GUNNING SAYS
1:15—1:30 P.M.
Mon. thru Fri.
An attractive, charming, well known personality conducts this easy-to-buy participator.
Spots—$10.00

WNBH—New Bedford, Mass.
250 Watts—Blue
LOCAL NEWS
8:30 A.M., 12:45 P.M.
6:15 P.M., 10:30 P.M.
Fifteen years of telling the local folks what happens locally. Participation—$4.00 day time—$8.00 evening.

WHEB—Portsmouth, N. H.
1,000 Watts—Mutual
750 CLUB
9:30—11:00 A.M.
Mon. thru Fri.
Mrs. Spencers' charming personality has enrolled thousands of loyal members in the Club.
It's yours for $22.50 per Wk.

WATR—Waterbury
1,000 Watts—Blue
SHOPPERS GUIDE
8:15—9:00 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eight years.
Participation—$37.80 per Wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual
SADDLE PALS
11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise.
Participation—
3 per week—$15.98. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NBC
IT'S IN THE BAG
(Meaning the grocery bag)
10:00—11:00 A.M.
Mon. thru Fri.
Yessir! this one rings cash registers in grocery stores.
Participation—$25.00 per Wk.

WJAS—Pittsburgh
5,000 Watts—CBS
RHYTHM SECTION
8:45—9:00 A.M.
Mon. thru Sat.
Some smooth listenin' for the busy housewife. It's recorded and participating.
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue
1450 CLUB
7:00—8:00 A.M.
8:20—9:00 A.M.
2:30—3:00 P.M.
Mon. thru Sat.
A sparkling M.C. makes this one more than just another platter program.
Daily participation—$32.40 Wk.

WNHC—New Haven
250 Watts
ALARM KLOK KLUB
7:00-8:00 A.M.
Mon. thru Sat.
An hour of breakfast music on New Haven's newest station.
Daily participation—$20.00 Wk.

WOCB—Cape Cod, Mass.
250 Watts—Blue
WORLD NEWS
7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.
Mon. thru Sat.
Hot from the four corners of the earth by Associated Press Wire.
Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue
MEMORY MATINEE
3:30—3:55 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue
THE BURLINGTON BUGGY RIDE
11:00—11:30 A.M.
Mon. thru Sat.
It's homey, and the home folks love it.
Participation—$35.00 Wk.

WCLO—Janesville, Wisc.
250 Watts—Mutual
THE HOMEMAKERS
9:05—9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts
YOU ASKED FOR IT
2:30—5:00 P.M.
Mon. thru Fri.
The money give away program that keeps them tuned to WDGY. Participation—Card Rates.

KMYR—Denver
250 Watts
UNINTERRUPTED NEWS
Ten minutes on the hour every hour everyday—on the News and Music Station of Denver.
7 days per week—$300 per month.

KBON—Omaha
250 Watts—Mutual
SUNRISE SERENADE
7:00—8:00 A.M.
Mon. thru Sat.
Don Perazzo M.C.'s this one and he's good. News, music, and free theatre tickets win a lot of listeners.
Daily participation—$27.00 Wk.

WIL—St. Louis
250 Watts
THE BREAKFAST CLUB
7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue
TWILIGHT TIME
5:15—5:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual
FARM & HOME PROGRAM
11:30-12:00 Noon
Mon. thru Sat.
A newsy farm program in the State where the tall corn grows.
Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts
THE SPANISH HOUR
2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$16.20 Wk.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts
MAKE BELIEVE BALLROOM
11::00 A.M. to 2:30 P.M.
Mon. thru Sat.
Twelve years—same time—same station—same m.c. Al Jarvis, master of ceremonies—master salesman!
$50.00 per ¼ hr; 50 wd spots—$12.00.

KJBS—San Francisco
500 Watts
ALARM KLOCK KLUB
6:30-8:00 A.M.
Mon. thru Sat.
Surveys prove its the best dollar buy in the Bay area.
Spot participation—$9.50 base rate.

KFMB—San Diego
250 Watts—Blue
MORNING MELODIES
8:00—8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue
ALL STAR DANCE PROGRAM
2:45—3:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts
BREAKFAST PLATTERS
7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participations—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual
NEWS—5 minutes on the hour
Mon. thru Sat.
Some excellent news periods on the News and Music Station of Memphis.
Base Rate—$12.50 each.

WTAW—College Station, Texas
1,000 Watts—Blue
FARM FAIR
12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual
WOMEN IN THE NEWS
10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD

WAR INTERVIEWS

KRNT Xmas Program Creates Series of Live Shows

AS A RESULT of statewide acclamation for a special Christmas broadcast of interviews with over 20 Iowans sent live from Alsace in the Strasbourg sector in France, KRNT Des Moines is completing plans for a biweekly series of the live broadcasts from the European front, Phil Hoffman, manager of the Cowles station, announced last week.

The interviews were conducted by Gordon Gammack, *Des Moines Register & Tribune* war correspondent, who will continue with the series. With the aid of Army public relations, men were brought in directly from the front. Rebroadcasts and recordings permit relatives and friends to hear the program. To insure full coverage throughout the state, WNAX Yankton carries it also.

Pulse Experimental Studies of BMB Suggest Day Rather Than Week Plan

THREE experimental studies to check on the plan the Broadcast Measurement Bureau intends to use in establishing a single standard station coverage measurement, conducted by The Pulse Inc., are reported in a supplement to the December issue of The Radio Audience, monthly newsletter of The Pulse.

In the first experiment, eight independent stations were listed on a card which was shown to the respondent and the list read aloud. The respondent was asked to indicate those stations heard in the last week. Only two stations in the list had primary coverage in some of the counties covered by the survey (12 counties of the New York metropolitan area), according to the BMB definition of mentions by 50% or more of the returns in a county.

"While it is true that these results do not completely cover the entire family as the NAB plan intends," The Pulse comments, "these results were obtained in a personal interview in which only selected independent stations were shown. This probably results in more mentions of independent stations than would be obtained in a mail survey employing unaided recall and offering competition with the 'big' stations."

A second study consisted of one question: "How often do you listen to station X (an independent station)?" Reporting that in seven counties, half or more of the respondents state they never listen to that station, The Pulse asks, "What percentage can this station expect in the NAB method?"

Results of a third study, in which respondents were asked to which of five independent stations they or their families listened to within the preceding 24 hours, suggest the possibility, says The Pulse "of using a day basis rather than a week basis in the method," adding that perhaps Saturday and Sunday listening habits are different enough from weekdays to justify separate figures.

Results are offered to help evaluate the NAB plan, The Pulse states, pointing out that further experimentation seems needed before the plan is finally adopted.

MYERS HITS PULSE FOR BMB CRITICISM

LIKENING the trials of the NAB Broadcast Measurement Bureau to the early days of the Audit Bureau of Circulation, C. W. Myers, president of KOIN Portland, Ore. has written to the Pulse Inc., New York taking issue with the Pulse's comments on the NAB method of measurement. In his letter, Mr. Myers said the Pulse's criticism of the NAB method "seems to be based on the assumption that the listener is too dumb to know what stations he tunes in for his favorite programs."

Mr. Myers assured Pulse Inc. that radio, especially in rural areas, is taken quite seriously. Mr. Myers said he felt the new measurement plan might give non-network, independent stations a "break" but that "we are not going to worry about that."

Pointing out that advertisers as well as agencies and the stations themselves have agreed to try acceptance of the NAB method, Mr. Myers recalled the opposition the ABC had at its inception in 192 and reminded the Pulse Inc. that the ABC "is still the accepted form of newspaper circulation measurement."

Parker Campaign

PARKER WATCH CO., New York starting a 1945 radio campaign running into almost seven figures on Jan. 1 began sponsorship of Johannes Steele news commentator, for 52 weeks on WHN New York, Monday through Friday 7:45-8 p.m. Mr. Steele, who shifted from WMCA to WHN Jan. 1 [BROADCASTING, Dec. 25], is under contract with the watch company to do news commentaries on stations they select. Berne W. Wilkins, radio director of agency handling account, Sterling Adv., New York, late this month will make a nation-wide tour to purchase the outstanding program or best series of shows available for sponsorship in each of 45 Parker markets. According to Mr. Wilkins, the company feels that programs do a better selling job and are more effective than time-signal announcements. In the latter case he said, there are too many time-signal announcements by several watch companies, and this helps to lose sponsor-identification. Parker also currently sponsors *These A Our Men*, a weekly half-hour dramatic program on NBC.

Postwar Plans Survey*

FORECASTS WORCESTER'S

$TRONG
BUYING
POWER

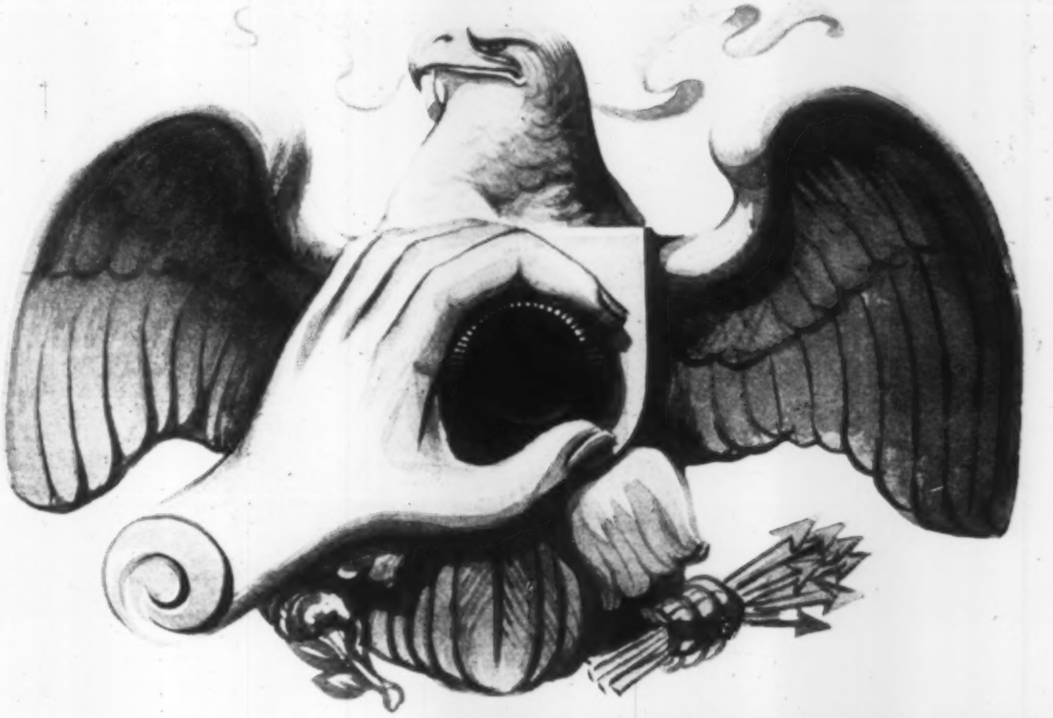
* *Worcester Federal Savings and Loan Association under the direction of Albert-Frank Guenther Law of New York.*

Among Worcester home owners and renters alike, 70% have expressed specific preferences for postwar purchases. One third in each group want a new car, although renters give first choice to a washing machine. Education is the second most popular item among home owners, mentioned by 24%. From 10% to 27% of each group will be ready to buy furniture, radios and television sets, travel, refrigerators, and vacuum cleaners. Over half expect to pay cash out of current income. In general Worcester people are keenly home-minded. Aids to better living will strike a responsive chord with the WTAG audience, the major Central New England market, reached fully and only from the INSIDE—through WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



PIVOT POINT OF DEMOCRACY

YES or no.—This or that.—Pick and choose.—This is the essence of democracy: —which is the essence of competitive American radio.

By Government decree and economic edict, each radio station and network *must* compete with the other—and *at the same time*—for the ears and attention of those they would serve. Should they fail to interest, they fail to serve. Should they fail to serve, they fail.

So with his thumb on the dial, the American listener controls the pivot point of democracy. Your ideas, your politics, your talents, your wares, your religion, are welcomed or denied to his home as *he* elects, at the switch of a dial.

He's in the driver's seat, because competitive American radio has put him there, and will keep him there.

In the past twenty years, WSM has had a part in developing our American system of radio; has had to compete for a loyal and substantial following now numbering in the millions which tune to WSM for *both* sides of public questions, and politics; for *their* type of religion and inspiration; for their informational and educational needs; in sheer hunger for diversion and entertainment.

With our frequency and our assignment, we have been privileged to bring these services to the listeners of rural America, to accept or reject as they please.

We are proud to report that more have been served than have not been served. No other radio station can report more. No other radio station should report less.

This is clear channel broadcasting.

This is WSM.

AIR CASTLE OF THE SOUTH

W E

WSM

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. Nashville, Tenn.

You've Got to See to Believe!

The substantial business we have done with advertisers willing to pay 50,000 Watts rates, has long since taught us they don't tackle their important job of time-buying blindfolded.

It is because they do want to know who listens, from where they listen and how many listen, that W W V A is doing a top-ranking 50,000 Watts business.

Coverage and market data figures, backed solidly by results, prove W W V A one of America's greatest per-listener buys!

WE PROVE IT!

ASK A JOHN BLAIR MAN

WWVA
WHEELING, W. VA.
50,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

RADIO WORKSHOP
Winston-Salem Group Made Regular City Activity

THE COMMUNITY Radio Plan of Winston-Salem, N. C., started over a year ago, has been incorporated into the regular structure of the Community Council as one of its central services, making the city the first to organize such a program as part of its regular community planning. The plan is made possible by the cooperation of local stations WAIR and WSJS and is financed for a three year period by the United War Chest and the Junior League.

Under the leadership of radio consultant Charlotte Demorest, the workshop was opened after studying the needs and possibilities of the city for interpretation by radio. Free to all citizens of the county and biracial, it has trained 140 members, with the help of the staffs of both stations, to write, direct and act their own shows.

Programs are produced for all ages, types and purposes. Most recent is a series for children on local history. Others deal with the city's role in the war, books, music, and dramatic skits. The workshop also has assumed full responsibility for the Chest Campaign radio publicity and has cooperated with the Public Library, Red Cross, Girl Scouts, Tuberculosis Assn. and others.

KALE Farm Service

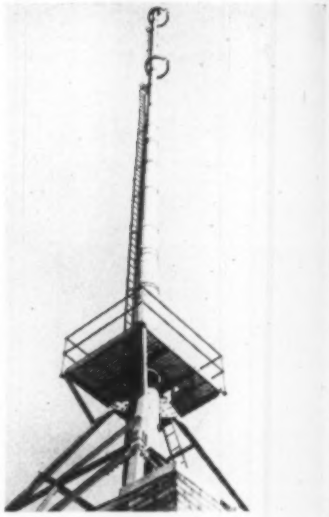
A FARM service department, first of its kind in the city, is being established by KALE Portland under direction of Burton S. Hutton who has resigned as assistant general agricultural development agent for the Great Northern Railway, to accept the position. Mr. Hutton will give timely and practical farm facts and market news on weekday morning and afternoon programs. Mr. Hutton has been director of agricultural broadcasting on KOAC Corvallis, Ore. and farm editor of two Oregon newspapers.

Z. Zimmerman Hugus

Z. ZIMMERMAN HUGUS, 55, assistant vice-president of the American Telephone & Telegraph Co., New York, died Dec. 28. Following his graduation from Washington & Jefferson College in 1910, he entered the telephone business as a salesman. After serving in the Signal Corps in World War I, Mr. Hugus joined Bell Telephone Co. of Pennsylvania as assistant publicity manager. In 1925 he joined AT&T in an executive capacity. Surviving are his wife and a son.

Returns to WSPA

STERLING WRIGHT has returned to WSPA Spartanburg as director of special events and a member of the sales staff after a two and a half month absence while associated with a Charlotte advertising agency. Mr. Wright also will air the 7:30 a.m. and 1 p.m. newscasts. He formerly was program director of the station for four years. Marshall Pack of the WSPA sales department has shifted to the announcing staff replacing Wayne Davis, resigned.



NEW YORKERS will hear FM programs emitted by this new two-bay General Electric circular antenna, installed by CBS atop the 700-foot building at 500 Fifth Ave., for the network's FM station, WABC-FM. Provision has been made to add two more bays to the 14-ton structure, which rises 100 feet above the rooftop. The antenna cost $15,000, most of which went for labor, installation services, scaffolding and modification of the steel structure. When the antenna goes into use it will give CBS the first FM station in New York to cover its assigned area, according to William B. Lodge, CBS general engineering supervisor.

Net Committee Named

PRESIDENT J. Harold Ryan of the NAB has announced the following committee to coordinate radio's 25th anniversary observance on behalf of the four major networks: Dr. Frank Stanton, CBS vice-president; Robert D. Swezey, MBS assistant vice-president and assistant general manager; Frank E. Mullen, NBC vice-president and general manager; Mark Woods, Blue president. Committee will determine general network policy and correlate programming, advertising, publicity, promotion, sales, public relations and station relations during this anniversary year. Meeting is scheduled for January.

WOR Video Board

A TELEVISION program planning board of nine has been set up by WOR New York to enable the station to familiarize itself with the demands and techniques of television. Board includes Norman Livingston, program director; J. R. Poppele, chief engineer; "Tiny" Ruffner, assistant program director; Dave Driscoll, director of war service and news; Charles Oppenheim, publicity director; Joseph Creamer, promotion director; Eugene King, daytime program manager; Robert Simon, continuity director; Robert Emery, producer and director of WOR television programs.

KCMO Kansas City has appointed John E. Pearson Co., Chicago, as national representative effective Jan. 15

Spot programs put your product

in a good spot

Wonderful "spots" for any advertiser are spot programs. For these powerful, sales-producing programs are more than spot announcements—they are complete programs of *any* kind . . . and *any* length . . . on *any* station . . . in *any* market selected by you.

And there are many such programs available. Already well established on the air, they are headed by well-known local personalities who have demonstrated their selling ability.

A John Blair Man can tell you about the best of them, in markets that interest you. Call him today—he's a fine fellow to know.

JOHN BLAIR
& COMPANY

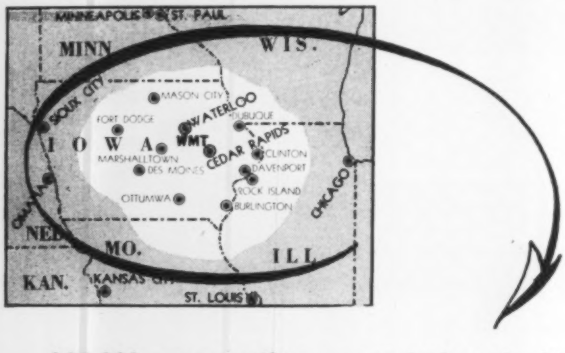
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco
REPRESENTING LEADING RADIO STATIONS

Being A Smart
Time Buyer, You

Don't Leave
It To
Chance!

YOU KNOW THEY HEAR YOUR MESSAGE
WHEN IT'S ON WMT AT 600 KC . . .
IOWA'S BEST FREQUENCY & YOU KNOW THEY LISTEN



126,000 square miles . . . packed to the hilt with listeners that mean SALES. 5,000 watts at 600 kc. in an area that boasts 97% radio families (6% over the national average.)

The Moral: Don't take a chance! Sell Iowa's rich corn country folks over WMT.

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

REPRESENTED BY THE KATZ AGENCY

Merchandising & Promotion

Popularity Check—Announcer Data
RCA Book—CHUM Tumblers

A SUCCESSFUL as well as economical method of measuring program popularity at small stations has been devised by Fin Hollinger, general manager of KDB Santa Barbara. On the radio page of local newspapers was inserted a "coupon" listing 30 of the regular KDB programs, both sponsored and sustaining. Coupon also listed sponsors, time of program, and a blank space in which the listener was invited to write its order of popularity. Contestants submitting the lists most closely resembling popular choice were awarded War Bond prizes. Plan not only measured program popularity, but also provided all programs considerable publicity. KDB expects to make such a poll an annual event.

* * *

KMBC Mail Piece

MAILING PIECE, accompanied by a letter from Sam H. Bennett, vice-president in charge of sales for KMBC Kansas City, has been sent to all local, regional and national advertisers to boost late programs. Reprint of station advertisement in *Kansas City Star*, mailing piece promotes idea that clock has been pushed back in Kansas City to hear Kate Smith, Nelson Eddy, Kenny Baker and other major programs broadcast after 10:30 p.m.

* * *

WOR Announcers

FOR the use of advertising agencies, and the station's sales and executive staff, WOR New York is distributing a booklet on its announcers which may be used in conjunction with a master recording of their voices available for reference. Announcers read commercials heard regularly on WOR. Issued in the form of a mimeographed stapled 6 x 8 inch paper-saving pamphlet, the written data includes material in the announcer's radio experience and general background.

* * *

WBT Story

BUGS BUNNY sits on the front cover of the folder "WBT's Happy Ending Dept., Grady Cole, Mgr." Inside the folder, opposite a picture of a huge cabbage upon which sits a dejected farmer, is the story of "poor Mr. Eggers" and how WBT Charlotte sold his 100 tons of cabbage through two announcements. Story ends with a plug for WBT's "friendly service".

* * *

RCA Book

HISTORY of American radio during the past quarter-century, from the formation of RCA in the fall of 1919 to the present, is told in an illustrated book, "25 Years of Radio Progress With RCA".

* * *

KVOO Brochure

TO ANALYZE the station and the market, KVOO Tulsa has issued a brochure, done in buff and green, designed to show how the station covers the Tulsa area. In addition to the coverage area, with population and pictures of such Oklahoma towns as Pryor, McAlester, Ponca City, Miami, Okmulgee, Muskogee and Bartlesville, brochure shows Philtower Bldg. where KVOO studios are housed.

* * *

Program Brochure

BROCHURE on *Buy Roads to Romance*, a participating program, has been prepared by WHOM Jersey City giving background on Josephine McQuillin, WHOM woman's director and conductor of the program.

Listeners to Decide

OPINIONS of radio listeners will be a factor in determining the grand prize winner in a symphony contest sponsored by Henry H. Reichbold, chairman of the board of Reichbold Chemicals Inc., Detroit, and president of the Detroit Symphony Orchestra, sponsored by the company on Mutual, Saturday 8:30-9 p.m. Prizes totaling $32,500 have been posted by Mr. Reichbold for the best "Symphony of the Americas," the contest open to composers in both North and South America. In the interest of Pan-American cultural unity, each nation will be asked to submit an unpublished symphony, the finalist compositions to be played on Symphony programs prior to the announcement for the winner.

* * *

CHUM Gifts

CHUM, new Toronto 1,000 w station on 1050 kc, distributed sets of six tumblers among advertising agency executives to call attention to the new station. All the glasses had decalcomanias affixed with the legend "Hey Chum! What's going on at 1050?" and scenes of revelry, bargain counters, etc. The glasses were distributed at Christmas time.

* * *

KNX Booklet

"HERE is Europe, twelve feet wide . . ." runs the opening copy in a promotion brochure issued by KNX Los Angeles describing a battle map on display in the window of the station. Illustrated booklet tells how KNX reports the war. Photographs of KNX and CBS commentators and correspondents are included.

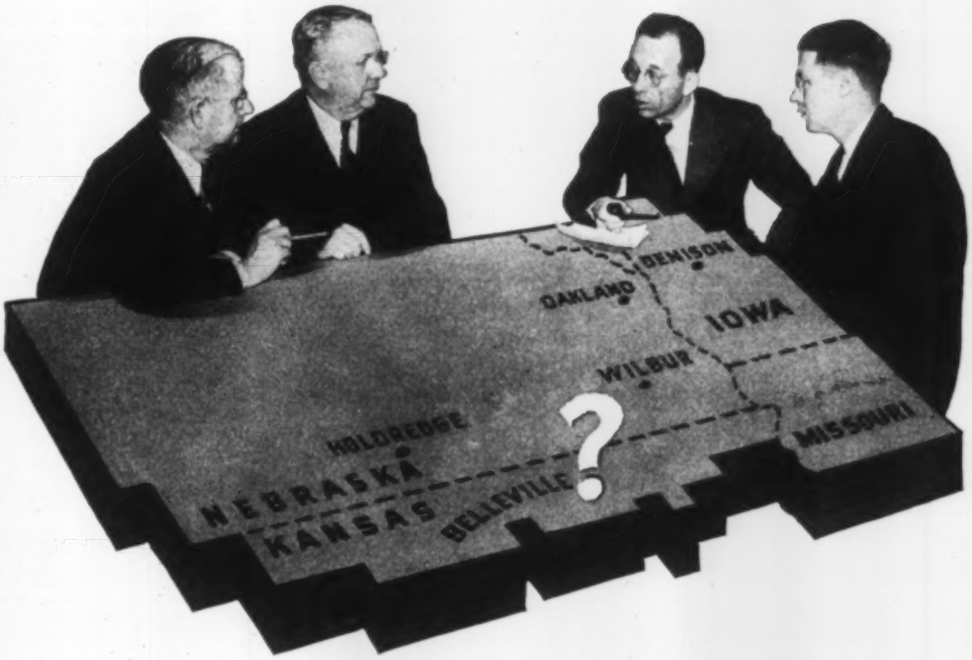
Canadian Ratings

CANADIAN daytime program head the national popularity pol for December released by Elliott-Haynes, Toronto research firm *Soldier's Wife* leads the Decembe programs with a rating of 20. followed by *Happy Gang* with 17. American originating program, *Bi Sister* is third with a rating o 17.1. *Road of Life, Ma Perkin Claire Wallace* (Canadian pro gram), *Lucy Linton* (Canadia program), *Right to Happines Pepper Young's Family* and *Wom an of America* follow. On th French networks the December na tional rating reports place the fol lowing as the five most popula daytime programs: *Jeunesse Dor* with a rating of 33.5, *Quelles Nou velles* with a rating of 31.7, *Joyeu Troubadours, Histories d'Amou* and *La Rue Principale.*

Sgt. Don Chapman

SGT. DON CHAPMAN, former in the transcription department Don Lee Broadcasting System, Ho lywood, was killed in action Germany, according to word ceived.

F & F LABS. Inc., Chicago (cou drops), has started spot announ ments on the following Chic stations: WENR 11 weekly, WI 36 weekly, WCFL 5 weekly. Til bid contract was placed by Olian A Chicago. Account is expected to be spots in four or five other markets



"....but what about Belleville, Kansas?"

Big things were happening in the vast KFAB area! "Advance men" had been setting up shows for the celebration of KFAB's big 20th birthday party.

They had contacted Oakland, Holdrege, and Wilbur...typically rich Nebraska communities... and the wealthy Denison farming area over in Iowa. Everywhere, a glad hand...everywhere, KFAB was definitely "one of the family"!

BUT WHAT ABOUT BELLEVILLE, KANSAS? What kind of a reception could be expected in the southern KFAB area? Here's what happened!

The entire Belleville territory through its Chamber of Commerce welcomed KFAB and were glad of the opportunity to help celebrate the station's big 20th birthday party. The "Belleville Show" was a humdinger... just like all the others.

Yes...KFAB is a household word throughout the vast 200 county area it serves. If you are interested in profitable coverage, why not let THE BIG FARMER STATION sell your product to its 340,808 listening families.

*"The **BIG** Farmer of* *the Central States"*

KFAB

LINCOLN, OMAHA

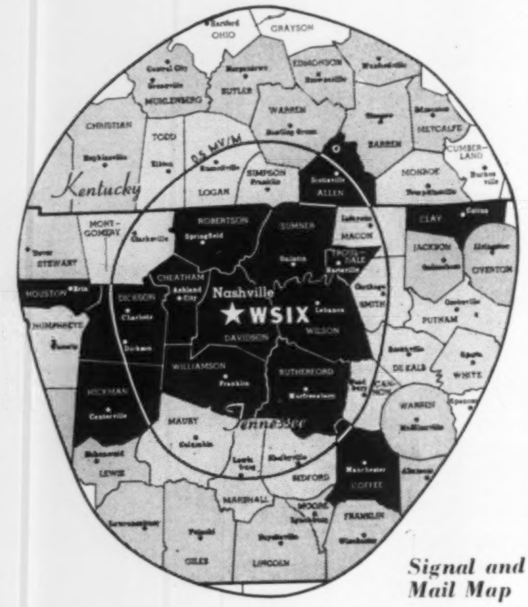
1110 KC-10,000 WATTS — BASIC COLUMBIA

HUGH FELTIS, *General Manager*

Represented by **PAUL H. RAYMER COMPANY**

Put your *Confidence in*

WSIX - - - N*ashville*


Hartford
OHIO
GRAYSON
Central City
Greenville
MUHLENBERG
Morgantown
BUTLER
EDMONSON
Brownsville
WARREN
Bowling Green
Glasgow
BARREN
Edmonton
METCALFE
CUMBERLAND
Burkesville
CHRISTIAN
Hopkinsville
TODD
Elkton
0.5 MV/M
Russellville
LOGAN
SIMPSON
Franklin
Scottsville
ALLEN
MONROE
Tompkinsville
Kentucky
MONTGOMERY
Clarksville
Dover
STEWART
ROBERTSON
Springfield
SUMNER
Gallatin
Lafayette
MACON
TROUSDALE
Hartsville
CLAY
Celina
JACKSON
OVERTON
HOUSTON
Erin
CHEATHAM
Ashland City
DICKSON
Charlotte
Dickson
HUMPHREYS
Nashville
WSIX
DAVIDSON
Lebanon
WILSON
Carthage
SMITH
PUTNAM
Cookeville
WILLIAMSON
Franklin
RUTHERFORD
Murfreesboro
DE KALB
Smithville
WHITE
Sparta
HICKMAN
Centerville
MAURY
Columbia
Tennessee
CANNON
Woodbury
WARREN
McMinnville
LEWIS
Hohenwald
Lewisburg
Shelbyville
BEDFORD
Manchester
COFFEE
Altamont
MARSHALL
MOORE
Lynchburg
FRANKLIN
Winchester
Lawrenceburg
Pulaski
GILES
Fayetteville
LINCOLN

Signal and Mail Map

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station.

The Katz Agency, Inc., National Representative
Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

New Video Lights

TELEVISION STUDIO lighting will be more efficient, less expensive and longer-lived as a result of recent developments by Norman Hall, plant engineer of Allen B. DuMont Labs., N. J., according to an announcement by DuMont last week. Mr. Hall has worked out a system for operating water-cooled mercury vapor lamps on direct current instead of the alternating current now used. Experiments conducted by DuMont indicate that the new method completely eliminates the objectionable flicker in the old lamps. Installation of these new lamps will soon get under way in the studios of DuMont television station, WABD New York.

NRDGA TO DISCUSS VIDEO TECHNIQUE

TELEVISION LEADERS on Jan. 9 will address the national convention of the National Retail Dry Goods Assn. at the Hotel Pennsylvania, New York, Jan. 8-12. In the morning session, devoted to television operation and management, speakers and subjects include Leonard F. Cramer, executive vice-president of Allen B. DuMont Labs., New York, "Intra-Store Television"; James D. McLean of General Electric Co., "How To Plan Your Television Station"; Dan D. Halpin of RCA, "Merchandising Via Television"; P. F. McCarthy of J. N. Adam & Co. and J. K. Gannett of the Austin Co.

The afternoon session will be in the form of a production panel. Speakers include Samuel H. Cuff, general manager of DuMont station, WABD New York; Robert Gibson of the GE station, WRGB Schenectady; Raymond E. Nelson, vice-president in charge of radio and television of Charles M. Storm Co., New York; Frances Hughes of *Mademoiselle*; Thomas H. Hutchinson of RKO Television Corp. and Bud Gamble, president of the Television Producers Assn. Chairman of the production panel will be Irwin A. Shane, of the Television Workshop, New York, who organized the television session.

New ETO Station

DIRECT RADIO news service between America and the European war zone was amplified Jan. 2 when Press Wireless Inc., New York, began transmission from a mobile unit somewhere in Holland. Designated as Station PV, the new unit is similar to Station PX, the first in Europe to begin service from the Normandy beachhead June 13. A special 400-watt transmitter is used. A third Press Wireless station is in operation from Leyte in the Philippines. All were developed for the press under authorization of the FCC, the war theatre commands, the Board of War Communications and other agencies.

Chrysler Donates

CHRYSLER Corp., Highland Park, Mich., due to the illness of Maj. Edward Bowes, m. c. of the amateur program, has turned over its program time on CBS, Thurs., 9-9:30 p.m., to the Red Cross. Top radio programs will be presented in that period at the invitation of the Red Cross until Maj. Bowes returns to the air.

PRESENT AT PASSING of WGL Ft. Wayne from Westinghouse to Farnsworth ownership was this group of four representatives of the two companies. Seated (l to r): Walter Evans, vice-president of Westinghouse Electric & Mfg. Co. and vice-president and general manager of Westinghouse Radio Stations Inc., and E. A. Nicholas, president of Farnsworth Television & Radio Corp. Standing (l to r): Horace L. Lohnes, Westinghouse counsel and E. M. Martin, secretary and counsel for Farnsworth. Sale of WGL, a 250 w NBC outlet operating on 1450 kc, was made in compliance with the FCC duopoly rule in view of Westinghouse ownership of WOWO Ft Wayne. Price was $235,000. Farnsworth took over station operation Dec. 28.

Kellogg Resumes

KELLOGG Co., Battle Creek, Mich. is scheduled to resume sponsorship of *Superman* for Pep on MBS starting Jan. 8. Program, dropped by Kellogg last fall, may be delayed a week. Number of stations has not yet been determined. Although show is currently heard Monday through Friday 5:30-5:45 p.m., program may be shifted to 5:15-5:30 p.m. Agency is Kenyon & Eckhardt, New York.

Harris Appoints

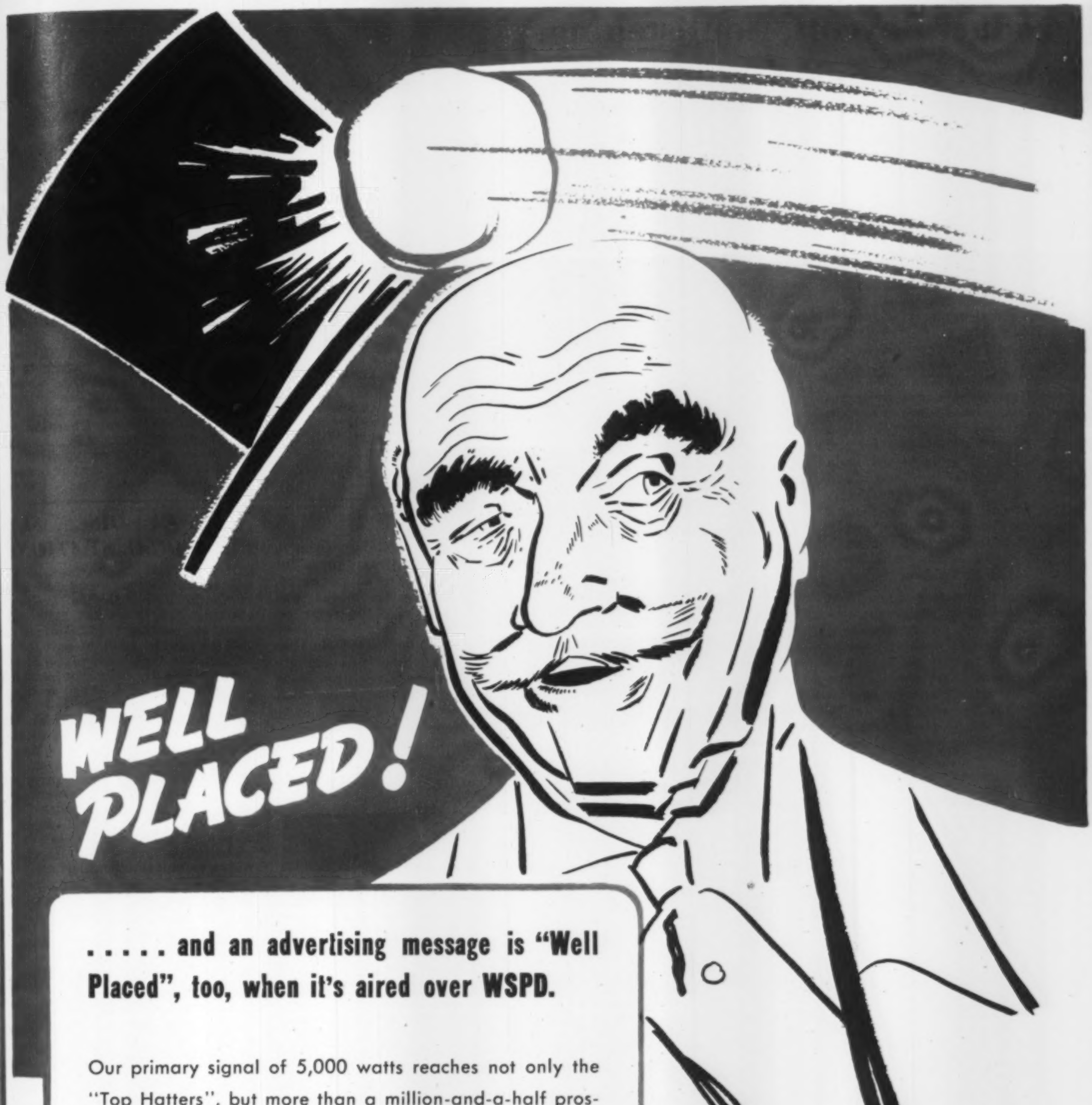
M. H. HARRIS, New York, has appointed Richman-Sandford Radio Productions, New York, to handle advertising for its 28 branch stores in the New York area. Transcribed chain-break and one-minute spot announcements will be used as well as transcribed five-minute programs on two or three New York stations.

U.P.

THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE

United Press

XUM


WELL PLACED!

. . . . . and an advertising message is "Well Placed", too, when it's aired over WSPD.

Our primary signal of 5,000 watts reaches not only the "Top Hatters", but more than a million-and-a-half prosperous prospects in the rich Northwestern Ohio-Southern Michigan area, with top NBC shows and tailored local programs.

WSPD

TOLEDO, OHIO

5,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

XUM

Product Boycott, Nonlistening Caused by Spots, Listeners Say

Active Dislike Shown in Letters to Bannister; Other Stations Commend Transcription Ban

ACTUAL boycott of advertised products, turning off of radio sets during commercials and general disgust leading to little use of sets are some of the reactions inspired by poor commercials, letters to Harry Bannister, manager of WWJ Detroit, reveal in commending him on the station's ban on all transcribed commercials [BROADCASTING, Nov. 27].

About half of almost 200 letters received during the month after the announcement was made show the writers to be aggressively resentful and hostile towards certain spots to the extent that they would "take it out" on advertisers. Mr. Bannister's action is looked upon as an example of intelligent and courageous leadership and he is called "one of the great benefactors of mankind" who has shown "mercy toward the feelings" of the audience.

High Calibre

Many of the messages are from women, written on postcards; others are signed by professional groups—scientists working together on a project; business firms and several from servicemen. The quality of writing and expression indicate that the writers generally fall in the educated group. Many refer to the *Time* magazine article on the ban.

General concern is expressed about WWJ's ability to survive the action financially. One letter had a $10 check enclosed to "partially defray expenses" and another a dollar bill. Writers also were quite specific in naming sponsors of offensive material. The soap announcements for Rinso and Duz and "LSMFT", the Lucky Strike tobacco auctioneer chant, came in for criticism.

Following are some actual quotes:

From a bank—"unlike the motion picture industry, you realize when your medium should abandon short pants." From a couple— "a smart business man would know they build up gall instead of good wishes."

"Personally I would rather pay 10 cents per diem and eliminate all advertising on the radio," writes another who cites Ford Motor Co. as an example of good advertising. One believes "They'll make us willing to pay not just .05 a day for Muzak but any amount." Another says now she'll try turning on the radio again . . . sometime next year" to see what its like. One broadcaster states that while loyal to industry and company "I have been afraid of the practices of the last five years" of certain agencies and advertisers; another, who has taken certain modified steps on spots says "It is however, to you stronger operators that industry must look. . . ."

A writer complaining about a soap commercial (Duz), turns the radio off when the ad comes on, says others at the bridge and pinochle clubs have the same reactions.

In Upstate New York a club has been formed whose members are pledged never to buy a product, if it can be helped, that has a singing commercial.

THESE ARE THE MEN responsible for *These Are Our Men*, NBC series sponsored by Parker Watch Co. Program dramatizes the highlights in the lives of America's military leaders, with commercial time turned over to the Treasury for War Bond appeals. First program, dramatizing the life of President Roosevelt, was recorded and presented to his Hyde Park library. In conference are: (standing, l to r): Joseph Cherniavsky, musical director; Berne Wilkins, radio director, Sterling Adv. Agency, handling the program; Dick McDonagh, head of NBC script division; Saul Broun, president of Sterling. Seated: Louis Parker; Anton Leader, producer-director; A. I. Parker, president, Parker Watch Co·

JULES ALEXANDRE Inc., Harrisburg, Pa., a newly formed firm, has been appointed central Pennsylvania distributor for Crosley Corp. products.

DOWNEY DISCS SET FOR LOCAL STATIONS

COCA COLA Co., Atlanta, Ga., will augment its network broadcasts of *Songs From Morton Downey*, starting Feb. 5 on 240 MBS stations, by making transcriptions of the show which will be sent to local bottlers for placement on about 200 stations in cities not serviced by MBS. On MBS, show probably will be heard from 12:15 to 12:30 p.m., Monday through Friday.

In announcing last week that Coca Cola's *Victory Parade of Spotlight Bands* would remain on the Blue when the Downey program shifts to MBS, Blue Network officials said that the network "has a general policy against the use of transcriptions for network originated programs, except in cases where technical difficulties preclude the presentation of live broadcasts." The policy was adopted in October 1944.

While Mr. Downey is entertaining servicemen overseas, his program is being continued on the Blue with guest stars appearing each week and when he returns, he will be supported by the same cast, Jimmy Lytell's orchestra, Leah Ray, and David Ross. Last week Mr. Downey was reported hospitalized in Paris but his illness is said not to be serious enough to keep him from returning to this country in time for his first Mutual broadcast. Agency for the Coca Cola Co. is D'Arcy Adv., New York.

Salsbury Plans

DR. SALSBURY'S LABS., Charles City, Ia., is sponsoring a one-minute transcribed spot announcement campaign on approximately 60 stations starting in the middle of February to run through the spring of 1945. N. A. Winter, Des Moines, is agency.

HOME Products International, Ltd. New York, subsidiary of American Home Products Corp., New York, has appointed McCann-Erickson Inc., New York, to handle all Latin American advertising effective Jan. 1.

DON'T TOY AROUND!
Dial
KXOK
630 ON YOUR DIAL
OWNED AND OPERATED BY THE STAR-TIMES

There's good advice for radio listeners in the caption of this January poster. Starting off the new 1945 series of outdoor boards for KXOK, its appeal for the New Year is, "Don't Toy Around . . . dial KXOK." Following last year's animal series of illustrations, this outdoor board effectively carries out its copy point pictorially with little toy dogs. The poster is currently showing in St. Louis, Mo., on 100 locations in high traffic areas.

FORMERLY *The COWLES Group* . . . . **NOW** *The MID-STATES Group*

A NEW NAME

for the Same Productive Stations at the Same LOW Group Rates

Yes, a new name for the same splendid opportunity . . . a three-station group serving a vast inland empire, already in gear for post-war production. You reach 16 wholesale centers, 80 retail centers, a population-total (daytime primary) far above 6,000,000; all at group rates as low as $72 for a daytime quarter-hour on three great stations. What a buy!

THE MID-STATES GROUP

NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA
ILLINOIS
MISSOURI

THE MID-STATES GROUP

WNAX
SIOUX CITY
YANKTON

KRNT
DES MOINES

WMT
CEDAR RAPIDS
WATERLOO

GEARED FOR RESULTS

REPRESENTED BY THE KATZ AGENCY

CBS Affiliates Meet

PROGRAM plans for 1945 and other topics of network-station interest will be discussed by the CBS Affiliates Advisory Board at its first meeting of the new year, Jan. 10 and 11 at network headquarters in New York. Board members, all of whom plan to attend, are: C. T. Lucy, WRVA Richmond, chairman; John M. Rivers, WCSC Charleston, secretary; Arthur B. Church, KMBC Kansas City; Clyde Coombs, KARM Fresno; Franklin M. Doolittle, WDRC Hartford; Leo Fitzpatrick, WJR Detroit; I. R. Louisberry WKBW Buffalo; Clyde W. Rembert, KRLD Dallas, and H. Summerville, WWL New Orleans.

Wheeler to Speak

SEN. BURTON K. WHEELER, chairman of the Senate Interstate Commerce Committee in charge of radio legislation, will address the Radio Executives Club of New York at its luncheon meeting Jan. 18.

TO INAUGURATE new, modern studios, KFOR Lincoln held a clients' party which attracted this quintet of owner, management, network, and station representative people. In usual order are: Gordon Gray, KOIL-KFOR general manager; Edward Borroff, vice-president Blue central division; Charles Stuart, KOIL-KFOR owner; James Thompson, Edward Petry Co., Chicago office; Mel Drake, KFOR manager.

CROSLEY Corp., Cincinnati, has appointed Graybar Electric Co. as distributor for Crosley products in the state of Rhode Island. The Providence branch of Graybar Electric Co. is under Elliott Lum, a veteran of 35 years' service with Graybar.

JOE FROMM, former assistant editor of the air edition of the *Chicago Sun*, has been appointed producer for *American Dairy Assn.*, heard 12 noon Sunday on NBC. He replaces Lou Jacobson, now with J. Walter Thompson Co., Chicago.

These are but a few of the more than 30 BMI-licensed titles recorded by Clinton. See DISC DATA for the complete listing from which to build your all-Clinton programs.

BOLERO IN BLUE	Bl. 10836
TABOO	Bl. 11058
TEN MILE HOP LADY SAID YES	Vic. 26575
STUDY IN MODERNISM	Vic. 27446
A KISS FOR YOU	Vic. 26523
BACK TO BOOGIE	Vic. 27510
TOWN TATTLER	Vic. 27446

Larry Clinton

Clinton is one of the "triple-threat" men of the orchestra world. He's a brilliant arranger in addition to playing trumpet and trombone.

Since 1936 his fame as a leader has grown with a smooth steadiness that bodes increasing and long-lasting popularity.

BMI

NEW YORK CHICAGO HOLLYWOOD

Mullen to Speak At Group Meeting

NBC Committee to Discuss Labor, Postwar Projects

FRANK E. MULLEN, NBC vice-president and general manager, will discuss "Labor on the Air" at the first meeting of the network's 1945 Stations Planning & Advisory Committee, called for Jan. 9 in New York by William S. Hedges, vice-president in charge of stations.

Following an address of welcome by Niles Trammell, NBC president, the agenda calls for W. F. Brooks, director of news and special events to talk on "NBC's Postwar Plans Abroad"; S. B. Hickox Jr., manager of station relations, to discuss NBC's "Welcome Home Auditions"; C. L. Menser, vice-president in charge of programs, to outline program developments; James Nelson, manager of network promotion, to review the 1944 all-county survey; Charles P. Hammond, director of advertising and promotion, to outline his department's plans for 1945.

New members of the Stations Planning & Advisory Committee, elected in recent balloting by affiliates in their respective districts, are Clair McCollough, WGAL Lancaster, Pa., District 1; Nate Lord, WAVE Louisville, District 3; Harold Wheelahan, WSMB New Orleans, District 4. Reelected were G. Richard Shafto, WIS Columbia, S. C., District 2; Stanley E. Hubbard, KSTP St. Paul, District 5; Edgar Bell, WKY Oklahoma City, District 6; Richard Lewis, KTAR Phoenix, District 7; Arden X. Pangborn, KGW Portland, Ore., District 8.

WQXR Business Soars Despite Song-Spot Ban

TOTAL YEAR'S business of WQXR New York in 1944 exceeded the income of 1943, its previous largest year, by more than 40% despite the ban on "singing commercials", according to an announcement by the station last week. It was also stated that the business for the last quarter of 1944 was the biggest in the station's history, exceeding the next best 1944 quarter by over 12%. WQXR said that "policy barring the 'jingle' from WQXR was adopted in March of 1944 because it was felt that since WQXR specialized in good music, the 'singing commercial' was too much of a contrast with this good music and thus would create ill will for the advertiser and the station. Advertisers using the 'jingle' finished out their contracts as permitted by the station and renewed using live announcements without singing accompaniment."

BOOK-OF-THE-MONTH CLUB Inc., New York, in stepping up its use of radio advertising, on Jan. 15 begins sponsorship of *Author Meets the Critics* on WHN New York, Mondays, 8-8:30 p.m. Book club also sponsors a weekly hour and a half musical program on WQXR New York.

CONSIDER *Ease of Maintenance*

WHEN YOU SELECT A NEW TRANSMITTER

Modern transmitters require little maintenance—but when they do, *ease* of maintenance is important.

In Westinghouse Transmitters all *units are easily accessible,* both for inspection and maintenance.

Complete protection to operators is assured by interlocks on doors to all compartments in which dangerous voltages are present. Controls are of the dead front type, instruments at ground potential for maximum safety.

Indicator lights flash circuit conditions to the operator in case of overload, making it easy to check up for the possible cause of the interruption.

We will gladly furnish complete information on these and other advantages of the HG-5-KW and HG-50-KW Transmitters, such as: ***Low Operating Cost, High Fidelity Signals, Continuity of Operation, Simplicity of Control.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08078

Westinghouse RADIO DIVISION
PLANTS IN 25 CITIES... OFFICES EVERYWHERE

In Metropoli

W

DELIVERS A SP

TO MORE

OTHER STATIO

CBS . . . FIFTY

XUM

ian Cincinnati

CKY

S ONGER SIGNAL

F OPLE THAN ANY

TI ...

B. Wilson

Y GRAND IN WATTS

XUM

Editorial

The Milky Way

THE MAJORITY report of the House Select Committee to Investigate the FCC, which absolves the Commission of wrong-doing or malfeasance, makes the best of a bad situation. If nothing else, it points up irrefutably the need for a new radio law which will spell out in simple language the precise regulatory functions of the Commission and frustrate the arrogation of powers never intended by Congress.

To say that politics didn't figure in the report would be to gloss over obvious facts. The majority report was signed by the three Democratic members. The two Republican members joined in the recommendations for new legislation to supplant the archaic provisions carried over from the 1927 radio act, when radio wore diapers. The majority slapped the Commission on the wrist ever so lightly. The minority members sneered truculently.

The inquiry, during its stormy two years, was smeared in its effort to smear. The main performers—Rep. Cox of Georgia and James Lawrence Fly—were not in the act at the final gun. Few, if any, Congressional inquiries in history have been afflicted with the pressures to which the Lea Committee was subjected.

To the credit of Chairman Lea, the proceedings have not concluded as a total loss. The proposal that a joint committee representing the regulators and the regulated be set up to collaborate on legislative changes is wholesome and constructive. The proposal that the Supreme Court decision of May 10, giving the FCC implied powers going far beyond the Congressional intent, be reviewed legislatively conforms with the demand of broadcasters since the day the decision was handed down. Congressional review of the newspaper ownership question, an Administration obsession, likewise is a crying need, to head off any further class discrimination in station licensing.

The fact that the majority veered away from biting criticism of the Commission is a tribute to the manner in which Commission counsel performed, and particularly to General Counsel Charles R. Denny Jr., who was on the ball every second of that two-year ordeal.

While we think the inquiry went wrong from the start in tackling individual cases rather than broad policies and issues, we feel some good can result from the recommendations.

Lip service given by the majority to a uniform system of accounting for stations and to control of sales prices is a danger sign. It would be the first step toward rate regulation and would place radio in the common-carrier category—something the law specifically says it is not. The suggestion was smuggled in by Mr. Denny at the Committee's final session. We think a lawyer-like legislative study by an expert staff is imperative before definitive legislation is projected.

The task now is the follow-through. The Committee is on record—unanimously—in favor of new legislation. The old personality feuding between the FCC and Congress is at an end. The job can be done with follow-through, headwork and perhaps a little of that milk of human kindness.

Jimmy's Broken Record

IN ONE RESPECT the Congress that expired last month and the one that convened last week were the same. Both observed, doubtless with some inquisitiveness, the quaint Washington scene which finds top executive boards of the Government waltzing to the shrill and discordant fiddling of James Caesar Petrillo.

Before the last Congress ended, the Senate unanimously passed a bill which its author, Senator Vandenburg (R-Mich.), said would "remove Petrillo's foot from the necks of the nation's school children". The House didn't have time to act.

That, however, was only one isolated reaction to the Petrillo campaign of conquest. But it was symptomatic of the thinking in official circles and of the new determination to move legislatively against the AFM Czar.

Senator Ball (R-Minn.) is prepared to sponsor a law making the Government's wartime labor policy apply to labor unions and to establish a "legal basis for action against union defiance". "Assistant President" James F. Byrnes, in his recommendations to the President and to Congress, pleads for power to enforce orders of the War Labor Board in the courts in a manner "which will treat Petrillos and Averys alike".

Jimmy Petrillo has an unbroken record since the war began of defying Government orders. Where Montgomery Ward officials have been pitched out on their ears for WLB defiance, Jimmy has gone his merry way unmolested, using his monopoly on musicians to track down new quarry under threat of strike. He told all and sundry, including the President, to go to grass in the recording ban. He ignored the NLRB's mandate that striking musicians at KSTP return to their posts. He has defied committees of Congress and War Stabilization Director Vinson. He ignored also the WLB order giving to NABET jurisdiction over record-turners at all NBC and Blue owned stations except Chicago, and he's forcing the nets to knuckle down or suffer possible boycott by his musicians.

It has been evident since Jimmy became AFM czar five years ago (and he was a power even before) that he proposed to take over control of radio via his union, through standbys, make-work, fixed quotas of musicians, fixed quotas of pay, his private Social Security system on recordings and transcriptions, and, lastly, platter-turner control. He has won his intra-industry battles through threats and coercion. He has won those battles with the Administration through political power and the abject unwillingness of the Government to act. To some degree he has gotten away with it because the laws exempt labor unions from anti-trust proceedings. But they do not exempt them from the emergency wartime statutes.

Now, for the first time, Congress seems aroused. Justice Byrnes wants action. The President is embarrassed. The public is indignant, and has lost confidence in the WLB. Certainly all of the factors necessary for legislative relief are present. And certainly this is no time for radio, or any part of it, to fall for Petrillo's platter-turner booby-trap.

Our Respects To -

THEODORE CUYLER STREIBERT

IN 1933 Theodore C. Streibert deserted the academic post of assistant dean of Harvard Business School to become assistan to Alfred J. McCosker, president of Bamberger Broadcasting Service Inc., owner and operator of WOR New York, with the anything but academic assignment of reorganizing the station's operating set-up to enable it to meet the growing competition of the network-owne stations in New York. With the turn of the year Mr. Streibert became president of the corporation, succeeding Mr. McCosker, now chairman of the board.

Rounding out that one-paragraph succes story with a few "Who's Who" statistics, le the record show that Theodore Cuyler Stre- bert, named for a prominent Brooklyn minister, was born Aug. 29, 1899, in Albany, N. Y After early education at Albany schools, Te was graduated from Wesleyan U., Middleto Conn., in 1921 and subsequently received hi M.B.A. from the Harvard Graduate School o Business Administration.

In 1923 young Streibert became a membe of the research staff of the Bureau of Busine Research at the Harvard Business School. Late he was associated with the late Guy W. Currier, noted Boston attorney, and when Josep P. Kennedy asked Currier's aid in financin FBO Pictures Corp., which later became RK Pictures, Streibert was named assistant se- retary of the company to represent Currier interests.

After a movie career that included service a treasurer of Cinema Credits Corp. of New Yo and as a board member and subsequent assistant to the executive vice-president o Pathe Exchange, in 1929 Streibert returned t Boston and to Harvard Business School a assistant dean.

Four years later, when the owners of WO were searching for a man with both busine and show business experience and Ted wa offered the job, he again deserted Harvar cloistered halls, and this time the deserti stuck. He was in radio for good.

1933 was a mayoralty election year in Ne York and Ted's first job at WOR was to supe- vise political sales, bringing him immediat face to face with some of the most diffic problems of commercial radio. The result w a revamping of WOR's policies not only f political sales, but for all the station's busine Then Ted moved over to the program si effecting a similar reorganization of WO program policies.

In 1935 he was elected a member of t station's board of directors and the follow

(*Continued on page 40*)

NOT IN THE TEST TUBE!

WMFM has proved its worth to listeners and advertisers!

Over four years of FM pioneering have soundly established the value of WMFM to audience and advertisers alike.

From the listeners' standpoint, WMFM has brought a bright schedule of distinctive quality programs to their homes. The superb reception, the keen, farsighted programming have developed an intensely loyal audience that keeps tuned to WMFM.

From the advertisers' standpoint, WMFM offers a family of Wisconsin listeners that is discriminating and receptive to new ideas. Here are people eager to avail themselves of better things. An impressive list of local and national advertisers have found *WMFM produces results.*

Plan now on including WMFM in your next schedule.

THE MILWAUKEE JOURNAL FM STATION

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

CBS

OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson Co.

Our Respects to

(*Continued from page 38*)

year he became vice-president and general manager of WOR. Meanwhile, Streibert played a major role in the formation of the Mutual Broadcasting System, started in 1934 as a four-station hook-up with WOR as the New York outlet. First treasurer of MBS and a member of the network's board, he was later elected executive vice-president of Mutual, a post he still retains. He is also a member of the network's executive committee.

In charge also of the operations of WBAM, WOR's FM affiliate, Streibert in 1940 assisted in the formation of FM Broadcasters Inc. Vice-president and director of FMBI, he also represents that organization as an alternate member of the Radio Technical Planning Board.

Despite his FM interests, however, Ted does not believe that FM will replace AM as the standard type of broadcasting, except possibly for some low-powered stations. "The only thing that will possibly replace AM broadcasting is television," he declares, "and that will take a long time to happen."

Looking ahead, Streibert sees the next decade as the most interesting and exciting in radio history. Where the last ten years have seen merely the expansion of AM broadcasting, the next will see the introduction and development of new types of radio service—FM, television and facsimile. "The next decade is it in radio," he predicts, "when the character of broadcasting will be set for a generation or more to come."

One of the most pressing postwar problems of radio, Streibert believes, is the establishment of a policy for international broadcasting that will insure the expression of a unified national foreign policy without the necessity of Government operation or ownership. The solution of this problem is one of the most important tasks of the broadcasting industry, he says.

Ted lives in Glen Head, L. I., with his wife, the former Margaret Grout of Brooklyn, and their three children, Catherine, 9; Marshall, 6; and Theodore P., 3. His hobbies—tennis, golf, riding and an occasional Sunday afternoon following the hounds with the Buckram Beagles—afford a strenuous balance to long working hours.

In college Ted was a member of Alpha Delta Phi social fraternity and Phi Beta Kappa. His clubs are Raquet & Tennis, and Harvard, in New York; Piping Rock, in Locust Valley, L. I.

Personal NOTES

JAMES M. COX Jr., son of the former Ohio governor and executive of the Cox stations, WSB Atlanta, WIOD Miami and WHIO Dayton, has been promoted to lieutenant commander in the Naval Reserve. He is assigned to the Air Transport Squadron, Naval Air Station, Miami, and has been on active duty since 1942.

BARBARA MILLER, eldest daughter **NEVILLE MILLER**, former NAB pr ident and now senior deputy chief of th Balkan Mission, UNRRA, made her form debut last week in Washington.

WALTER GRAHAM, for nine years a nouncer and assistant in the commercia department of WMAZ Macon, Ga., ha been named commercial manager of WBM Macon.

JOHN PEARSON, owner of John Pears Co., and **RALPH FOSTER**, general ma ager of KWTO Springfield, are tourin Mexico with **BUCKY HARRIS**, radio d rector of Grant Adv. Agency.

DUNCAN MILLER, formerly with th promotion department of *Time* Magazi and perviously with J. Stirling Getchel has been appointed promotion manager WJZ New York. He succeeds **JAME MURRAY**, who left to become sales ma ager of KQV Pittsburgh.

PAUL M. HOLLISTER, vice-president charge of advertising and sales promotio of CBS, will speak on the place of radi in department store advertising when addresses the national convention of th National Retail Dry Goods Assn. in Ne York at the Hotel Pennsylvania, Jan. 1

BEVERLY MIDDLETON, released fro the Army and former sales manager WABC New York, has joined CBS Holly wood as account executive.

ROGER M. WISE, for two years directo of engineering for Sylvania Electric Pro ucts Inc., New York, has been appointe to the newly created post of vice-preside in charge of engineering. He previousl served as the company's chief radio eng neer for 10 years.

MAJ. JAMES C. HANRAHAN, forme vice-president of the Scripps-Howard radi enterprises, and general manager WMPS Memphis, a Scripps-Howard sta tion, has been promoted to lieutenant co onel. Lt. Col. Hanrahan received his pr motion while on duty in Germany.

JOHN SALT, North American director the BBC, will attend the Commonwealt Radio Conference in London the latter par of this month.

JIM TURNER, former program director WING Dayton and WIZE Springfield, O and more recently general manager WINK Ft. Myers, Fla., has been name vice-president of State Capitol Broadcas ing Assn. Inc., operator of KTBC Austi Tex.

ED HALE, formerly with the Blue Ne work in Chicago, has joined the sales an merchandising staff of WKRC Cincinna

BERNARD (Barry) KEIT, member of th sales staff of Headley-Reed Co., Detroi has been named eastern sales supervis of Mutual succeeding **TORRENCE W.** (Te **DANLEY**, named sales service manage

D. WORTH CLARK, former Idaho Sen tor, has announced a law partnership wi **THOMAS G. (Tommy the Cork) COR CORAN**, former adviser to President Roos velt. They will maintain offices in Washin ton and engage in general practice. Senat Clark holds a minority interest in KJ San Francisco, acquired last year, and w a fellow student with Mr. Corcoran Harvard.

HARVEY ANHALT, chief engineer FM station WGYN New York, operat by Muzak, has taken on additional dut as general manager. Mr. Anhalt has be temporarily in charge of the station si last November when **HAROLD ROS MONT**, director and program director the station, resigned to join CBS as assistant director.

1st CHOICE IN CHATTANOOGA IS

WDOD

CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky.*
Huntington, W. V

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated
Gilmore N. Nunn and J. Lindsey N
Represented by The John E. Pearson C

Completely Covers the

KHQ
CANADA
SPOKANE
WASHINGTON
OREGON
IDAHO
MONT

Vast Inland Empire

You have a beef coming from the Inland Empire. Prime Livestock—prize winners in any market—ready to feed the nation. It is typical of the choice products that produce an annual Farm Income of over $300,000,000—a rich market worthy of your best sales efforts.

But you have no "beef" coming when KHQ is your choice. Its complete coverage of an area having the nation's second highest Per Capita Buying Income wins first place against any competition. One market, one medium, one station, one cost—that's economical coverage.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

5000 WATTS 590 KC

Owned and Operated by

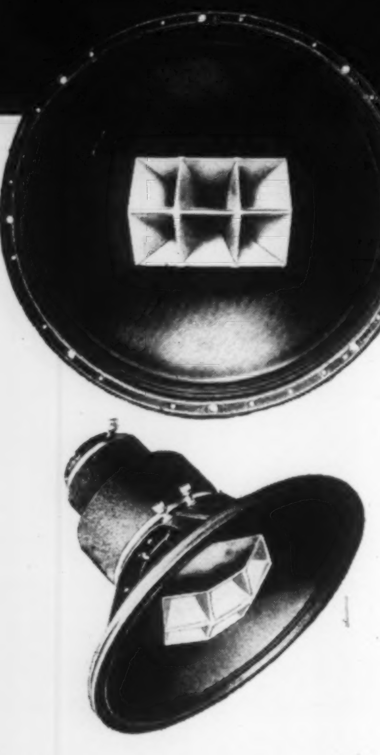
LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

NBC

2 Views
OF
THE FUTURE



DUPLEX SPEAKER
The Speaker that Revolutionizes the Methods of Sound Reproduction!

SEND FOR BULLETINS

ALTEC
LANSING CORPORATION

1210 TAFT BLDG., HOLLYWOOD 28, CALIF.

BEHIND the MIKE

MELVIN P. (Bob) WAMBOLDT, former production supervisor at the Blue Network, has been named eastern production manager, effective Feb. 1, succeeding **LINDSAY MacHARRIE**, who joins Young & Rubicam, New York, on that date as Director of *We The People*, sponsored by Gulf Oil on CBS. Mr. MacHarrie succeeds **JOSEPH HILL**, who becomes story editor of the agency.

WILLIAM ROBSON, CBS producer-director, on Christmas Day became the father of a boy.

F. C. STRAWN, formerly of the advertising and promotion department of the Kansas City office of the Continental Baking Co., joined KCMO Kansas City, Mo. as promotion director effective Jan. 1.

ERIC PAIGE, new to radio, has joined WMRN Marion, O. as announcer.

LESLIE B. BAIN, WIOD Miami news commentator, has resumed his 6:15 p.m. broadcasts following his return from Europe where he was an accredited correspondent for the past three months. He covered the Italian, Balkan and French theatres.

BOB ELLIS, a Washingtonian formerly with WBAL Baltimore, has joined WWDC Washington replacing **MIKE HUNNICUTT** on the 6-9 a.m. period. **BETTY ALLEN**, who conducted *Missus Goes Shopping* on CBS in New York for the past two years, replaces **ALICE LANE** on the *Good Neighbor Club*, 10:35-11:30 a.m.

BILL MOSHIER, former publicity director and farm editor of KJR Seattle, has been named station program director, replacing **BOB GENTRY**.

AVERILL BERMAN, announcer of KHJ Hollywood, has shifted to KFWB Los Angeles.

JOE LEIGHTON, released from the Coast Guard and formerly on the publicity staff of CBS Hollywood, has joined the publicity department of Young & Rubicam, Hollywood.

FRED EDMONDS, released from the Marines and former announcer of KLX Oakland, has joined KGER Long Beach, Cal. **JAMES HADLOCK**, formerly of KSL Salt Lake City, has also joined KGER as announcer. Formerly a lieutenant in the Army Air Force, he replaces **FRANK THOMAS** who joined KFBC Cheyenne, Wyo.

WILLIAM WILLAR, of the news staff of the Philadelphia *Bulletin*, has joined WIP Philadelphia as an announcer.

HARRY REINHARD, news editor for WCAU Philadelphia, is the father of a boy.

DEE HASSLER has resigned as public relations chief of WPEN Philadelphia.

LT. LOWELL H. WATTS, former member of the WLW Cincinnati farm department now a prisoner of war in Germany after his bomber was shot down, has been awarded the Distinguished Flying Cross and the Air Medal with three clusters. The citations were accepted by his wife.

DON BOYD, formerly with WBTA Batavia, N. Y., and **PAUL PRICE**, formerly with WKMO Kokomo, Ind., have joined the announcing staff of WOWO Fort Wayne, Ind.

DEAN LUCE, formerly with WCHV Charlottsville, Va., WSJS Winston-Salem and WERC Erie, Pa., is now with WDRC Hartford.

GEORGE HUTCHINSON, released from the Army, is now an announcer at WSAZ Huntington, W. Va.

DONAL McDONNELL, former editor of *Billboard*, Chicago, has joined NBC Chicago as assistant sales promotion manager.

NORMA RAYMOND, formerly with Hope Assoc. Corp., New York, has joined MBS as music editor in charge of publicity for serious music.

DICK FISCHER has returned to WHAS Louisville as program manager after six months as announcer at KMOX St. Louis.

JOHN WARD MITCHELL, for three years in charge of NBC's playreading committee, has been named script editor of the Blue and assistant to **STUART BUCHANAN**, script division head, replacing **JACK TURNER**, transferred frpm script to new assignment.

JEROME MEER, a news editor of the NBC central division news and special events department, has returned to his desk after 3½-month leave.

ARTHUR REILLY has resigned as commentator on WLW Cincinnati.

BOB HOPE LEADER IN HOOPER REPOR

BOB HOPE had the largest au ence of any evening network pr gram measured by C. E. Hoop Inc. during the latter part of D cember, according to the Hoop Dec. 30 report, which showed a average evening audience rating 9.5, down 0.3 from the Dec. 15 r port and down 1.3 from the ye before. Average evening sets-i use was 29.7, down 0.8 from t last report and 1.2 from the ye before. Average evening availab audience was 78.8, down 0.3 fr the last report and 0.9 from t year before.

Following Bob Hope, *Fibber M Gee & Molly* had the second highe audience rating, with Bing Crosb Charlie McCarthy, Joan Davi Jack Haley, Walter Winchell, *Rad Theatre*, Abbott & Costello, M *District Attorney*, Eddie Canto Jack Benny, *Screen Guild Player* Hildegarde, Kay Kyser and *You Hit Parade*, following in that orde to comprise the first 15 program

Jack Benny had the largest num ber of listeners per receiving se 3.15. *Blondie* was second with 3.1 Fannie Brice third with 3.06; *Ad ventures of Ozzie & Harriet* fourt with 3.01, and *Radio Reader's D gest* fifth with 3.00.

The Family Hour had the large number of women listeners per se 1.63; Drew Pearson had the mos men per set, 1.05, and the *Lo Ranger* had the most children pe set, 1.12.

Radio Theatre had the highe sponsor identification index, 91 with 91.3 also identifying the pro uct correctly. Misidentification wa 0.9 and those who didn't kno totaled 7.6.

Tibbett on Parade

LAWRENCE TIBBETT, Metr politan Opera baritone, replace Frank Sinatra on *Your Hit P rade*, sponsored by the America Tobacco Co. for Lucky Strike c garettes on CBS, Saturday 9-9: p.m. Mr. Tibbett is understood be under long-term contract wi the tobacco company which fee that it can reach a more matu and appreciative audience throu Mr. Tibbett. This marks the seco program change for Mr. Sinat in three days. On Jan. 3 he beg a program on CBS for Max Fact cosmetics [BROADCASTING, Jan. 1 Reason for Mr. Sinatra's disco tinuance on the tobacco show is r ported to be that he makes le than $2000 a week and since h broadcasts originate from the We Coast, contract calls for his payi the line charges which amount over $3000 weekly. Agency f American Tobacco is Foote, Co & Belding, New York.

ANN HUNTER, WAIT Chicago n commentator, leaves in early February the European Theatre of Operations a war correspondent for the station.

GARY GRAY, announcer and newsca for WCAX Burlington, Vt., is the fa of a girl.

TOM HARGIS, producer of NBC Ho wood, has joined KNX Hollywood as gram director. He replaces **GLAN HEI** who resigned to join McCann-Erick in an executive capacity.

More than 35 Years of Service to the RADIO INDUSTRY

AM
FM
TV

Whether Amplitude Modulation . . . Frequency Modulation . . . or Television — dependability is a *must* for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because *it stands up.*

For more than thirty-five achievement-studded years . . . from the Poulsen Arc to the new CBS Television Station . . . Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system . . .

All this, plus the war-sharpened techniques that are the result of ability *and* experience, combine to give you craftsmanship . . . the kind of craftsmanship that builds dependability into all Federal equipment.

In AM . . . FM . . . TV . . .

. . . your prime need in broadcast equipment is dependability — *look to Federal for it.*

FEDERAL FTR TELEPHONE & RADIO

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

WIND
CHICAGO
5000 WATTS 560KC

Tops on the Dial

THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL

EXCLUSIVE
BLACK HAWKS HOCKEY

EXCLUSIVE
24 HOURS NEWS SERVICE

EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

LT. COL. LYNN BAKER, for 2½ years in the Armed Forces, has joined J. M. Mathes Inc., New York, where he will specialize in variety story merchandising and advertising. Prior to entering the Army, Col. Baker headed his own agency and previously was a vice-president of J. Walter Thompson Co., New York.

LT. COL. DANIEL D. THOMSON upon his release from the Armed Forces will join Weiss & Geller Inc., New York, as chairman of the postwar planning division.

K. G. ANDERSON and J. M. Bowman have been elected vice-presidents of the Walsh Adv. Co., Toronto and Windsor. Both are directors of the company.

RUSSELL GRAY Jr. has been appointed assistant secretary of the Richard A. Foley Adv. Agency, Philadelphia.

WILLIAM A. DUNKLE, former account executive of Will Grant Adv., Los Angeles, has joined Knollin Adv. and is dividing time between Los Angeles and San Francisco offices.

T. W. KELLER, former advertising and sales promotion manager of the proprietary division of William R. Warner Co., New York, has joined Wesley Assoc., New York, as account executive and member of the agency's merchandise plan board. Agency has been appointed to handle advertising for Dr. Earl Sloan Inc., subsidiary of William R. Warner Co.

SAVAGE & TALLEY Adv. Agency has acquired the Key Adv. Co., Cincinnati, effective Jan. 1. William Savage Jr. and Thomas M. Talley operate the firm at 805 Fountain Square Bldg., Cincinnati.

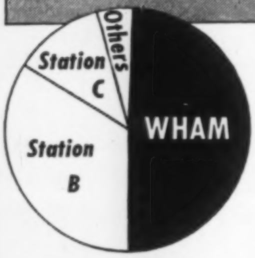
NORMAN E. KRAFF, formerly operating head of Food Advertising Ltd., has been appointed director and account executive of the new products division of Russel M. Seeds Co., Chicago.

LE GRAND Adv., New York, has moved from 34 W. 33d St., to Floral Park, Queens, New York. Telephone is Fieldstone 3-7373.

WHAM

Your Western New York Salesman

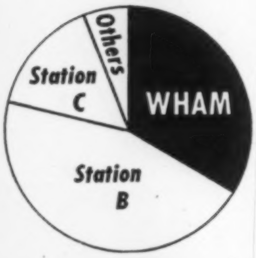
REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.
THE RADIO AUDIENCE BY STATIONS
AUGUST 5—OCTOBER 27
TECHNIQUE TELEPHONE COINCIDENTAL



Morning

8:00 A.M.—12 NOON
MONDAY-FRIDAY

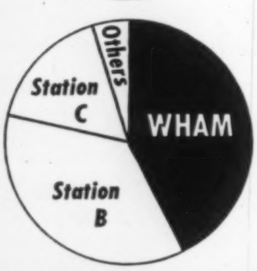
WHAM	49%
Station B	34.7%
Station C	11.7%
Others	4.6%



Afternoon

12 NOON—6:00 P.M.
MONDAY-FRIDAY

WHAM	32.8%
Station B	45.7%
Station C	15.7%
Others	5.8%



Evening

6:00 P.M.—10:30 P.M.
MONDAY-SUNDAY

WHAM	42.7%
Station B	36.3%
Station C	16.5%
Others	4.5%

Plus Coverage of all of Western New York
50,000 Watts . . . Clear Channel . . . 1180 On The Dial . . . Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Top WOR Agencies

RUTHRAUFF & RYAN spent more with WOR New York last year than any other advertising agency, the station reported last week. Rest of ten top agencies, in order of volume, are: Young & Rubicam, BBDO, Duane Jones Co., Donahue & Coe, Chas. W. Hoyt Co., Lake-Spiro-Shurman, Arthur Rosenberg Co., Erwin, Wasey & Co., J. Walter Thompson Co.

GOLD & KASS ENTERPRISES, Hollywood, has opened at 1805½ N. Western Ave., headed by Sydney Gold and Murray Kass.

LT. COMDR. HOLMAN FAUST, vice-president of Mitchell-Faust Adv. Co., on leave to the Navy, has returned to Chicago on leave from the South Pacific where he served as commander of the Welfare & Recreation Squadron. He was the guest speaker at the Jan. 3 Chicago Radio Management Club luncheon.

FRANK W. MAHAN, copy writer, Foote, Cone & Belding, Chicago, is recovering from a broken leg suffered in a fall.

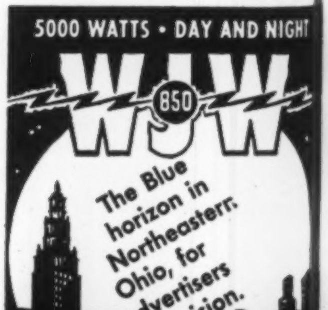
PAUL A. RICKENBACHER, an executive in the motion picture division of Foote, Cone & Belding, New York, has taken on additional duties as director of the radio and television department, a new position due to the reorganization and merging of the two departments. Lee Strahorn will continue as manager of the New York radio department and will be in direct charge of shows produced in New York. Mr. Rickenbacher, who joined the agency in Sept. 1944, formerly was manager of radio talent for Young & Rubicam, New York, and prior to that was associated with J. Walter Thompson Co., New York.

E. A. W. SCHULENBURG, media director of the Gardner Adv. Co., St. Louis, and Robert B. Donnelly, former vice-president and manager of the Minneapolis office of McCann-Erickson, have been named vice-presidents of Gardner Adv. Co. J. V. Kirchhoff was elected secretary of the agency to fill vacancy created by Mr. Schulenburg's advancement. Champ C. Humphrey was named associated media director.

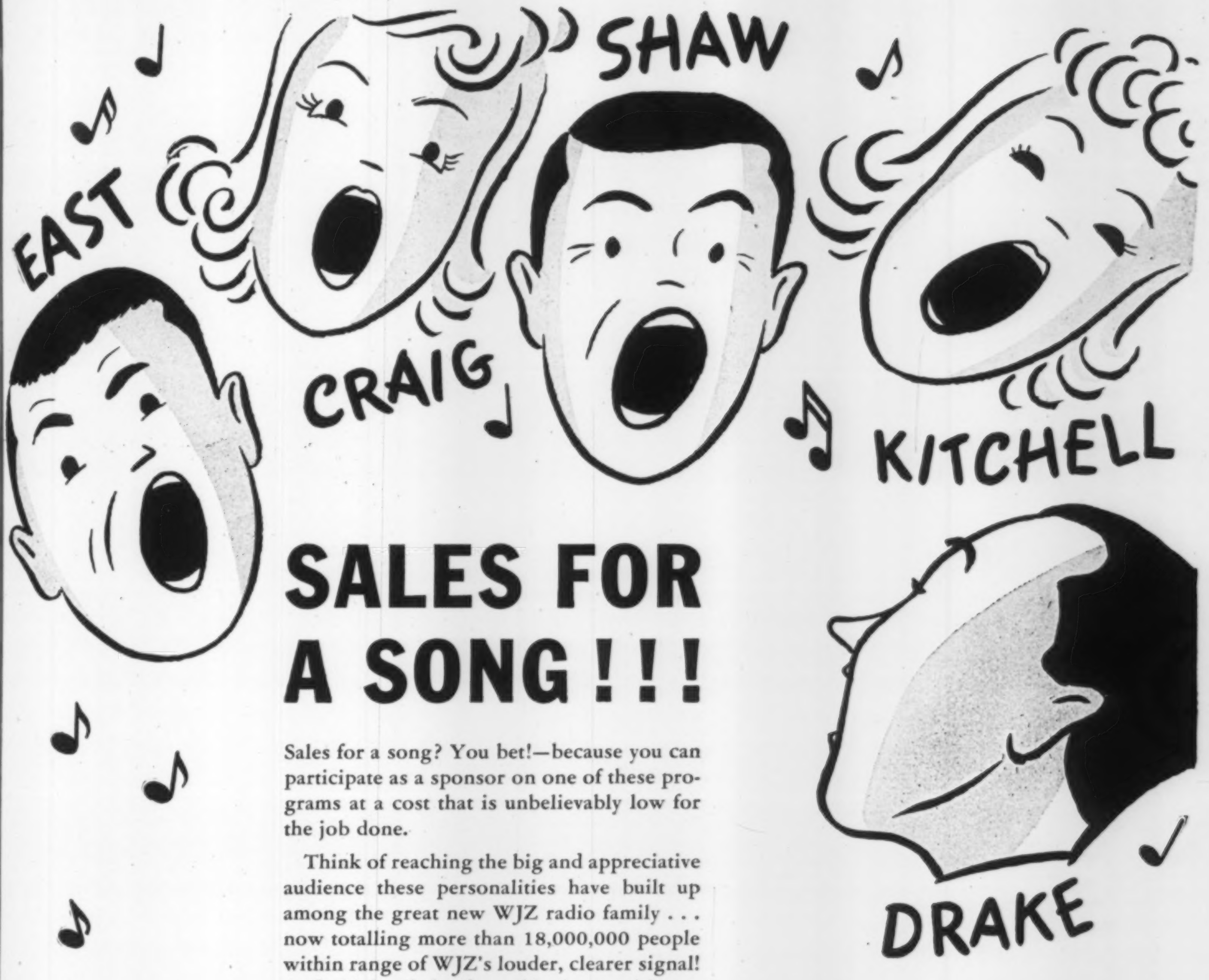
MYRON DUTTON, Hollywood producer-manager of Doherty, Clifford & Shenfield, is the father of a girl.

Bruce Participations

E. L. BRUCE Co., Memphis (floor finishes), Jan. 2 began sponsorship in three participation shows and one theatre commentary: *Molly Star Luncheon*, quarter-hour show, WIRE Indianapolis, weekly; *Mrs. Farrells Kitchen of the Air*, half-hour show, WFBM Indianapolis, twice weekly; *Mrs. Page's Household Economics*, half-hour show, WJR Detroit, weekly; Herschel Hart, five-minute theatre commentary, WWJ Detroit, thrice weekly. Till forbid contracts were placed by Christiansen Adv. Agency, Chicago.


5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED



SALES FOR A SONG!!!

Sales for a song? You bet!—because you can participate as a sponsor on one of these programs at a cost that is unbelievably low for the job done.

Think of reaching the big and appreciative audience these personalities have built up among the great new WJZ radio family . . . now totalling more than 18,000,000 people within range of WJZ's louder, clearer signal! And think of the favorable impression on your own dealers, on jobbers and brokers—for they *know* that these programs *move goods* in the world's richest market! Here's *why* they know it . . .

BREAKFAST IN BEDLAM—Ed East's early-morning show recently proved its sales ability when one 50-word announcement for razor-blades brought returns 49% higher than a similar announcement a couple of years back, despite the fact that today hundreds of thousands of shaving-age men in this area are away in the armed forces. Monday through Saturday.

WOMAN OF TOMORROW—Nancy Craig's after-breakfast show has frequently pulled more than 40,000 letters a month! One participant in Nancy's program received 13,000 requests for a booklet after a few announcements! Monday through Friday.

WOMAN'S EXCHANGE—Alma Kitchell's after-lunch program recently *doubled* the number of contest entrants for a sponsor who ran the same contest on another major New York station last year! Monday through Friday.

HOUSEWIVES PROTECTIVE LEAGUE and **SUNRISE SALUTE**—Galen Drake's double-barreled package of selling. The show *Billboard Magazine* calls *one of the greatest theories of product selling in radio!* 6 A. M. and 1:45 P. M., Monday through Friday.

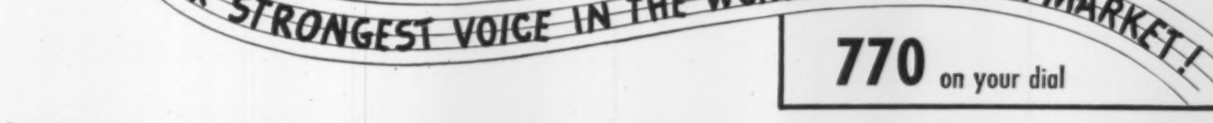
STAN SHAW'S SHOW—*The Voice With a Record*—and what a record! Stan ran a 30-day try-out job into a seven-year record of sales! Now on WJZ, Saturday mornings only.

For Details on Your Own Participation, Contact BLUE SPOT SALES, or the Sales Department of

KEY STATION OF THE BLUE NETWORK

WJZ

770 on your dial


YOUR STRONGEST VOICE IN THE WORLD'S GREATEST MARKET!

THE FLUTE

...Coloratura soprano of the woodwind choir

Outstanding characteristics of the flute, as we know it today, are its beautiful mellowness of tone—which has been likened to the cooing of the dove—and the facility it offers for the rapid "coloratura soprano" execution of runs and shakes.

Since the dawn of history

Though naturally in far cruder forms, the flute dates back to the days of primitive man, who connected it with ideas of fertility, rebirth and love. In Melanesian history we find the flute—East Indian tribes used it too. And the ancient Egyptian "nay"—a rudimentary flute, the tone of which is excited by blowing directly across the cut end of the reed—is still played by natives about the Nile today.

Used in early opera

In one of the earliest operas—Peri's "L'Euridice," which was performed in Florence in 1600—there was a "Sinfonia for three flutes." From that time on, the use of the flute for short instrumental passages in symphonic works increased rapidly.

Today's flute is a far finer instrument than the flute of Haydn's day or Bach's. The modern mechanism of keys and levers has made possible more sure and rapid fingering—and structural changes have resulted in far mellower tone.

The mellow voice of the flute—covering a frequency range from 250 to over 10,000 c.p.s.—loses much of its true tonal quality in any but the finest recordings. You'll find that the most nearly perfect transcriptions now available for broadcasting are: **VERTICAL CUT RECORDINGS!**

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

War Predictions

TWENTY NBC commentators and war correspondents stationed in the nation's major cities and at various points throughout the world, presenting their annual predictions for the New Year, are in general agreement that Germany will be defeated in the summer or early fall; that the war with Japan will extend into 1946.

RCA VICTOR Division, Camden, has appointed the Associated Distributing Co., Indianapolis, as wholesale distributor of RCA products in the central Indiana area. The new agency is headed by R. D. Robinson and George T. Purves Jr., with H. T. Litteral as sales manager. Don Delbrook will be associated with the firm.

Radio Advertisers

TIDEWATER ASSOC. OIL CO. San Francisco (petroleum products), on Jan. 5 started play-by-play broadcasts of Pacific Coast Conference basketball games on KMPC Hollywood. Season comprises ten games. Placement is through Buchanan & Co., San Francisco.

SPIC & SPAN Products, Saginaw, Mich. (household cleaner), is scheduling spot announcements on 30 stations featuring *Spic & Span Kids*. Agency is Julius C. Dubin Co., Pittsburgh.

CROSSE & BLACKWELL Canadian Co., Trenton, Ont. (marmalade and sauces), has started transcribed dramatized announcements on Toronto and Vancouver stations. Account was placed by McKim Adv., Toronto.

POSTAL UNION Life Insurance Co., Hollywood (hospital plan), on Dec. 1 started thrice-weekly quarter-hour tran- scribed *Matinee Musicale* on KMPC Holly- wood. Contract is for 52 weeks. Place- ment is through Continental Radio & Tele- vision Productions, Hollywood.

THRIFTY DRUG Co., Los Angeles (South- ern Cal. chain), adding to its local sched- ule on Jan. 4 started weekly half-hour transcribed dramatic *Famous Players The- atre* series on KECA Los Angeles. Orig- inal dramas star well-known radio talent. Contract is for 35 weeks. Agency is Hill- man-Shane-Breyer Inc., Los Angeles.

NORTHERN ELECTRIC Co., Montreal (electrical supplies), has placed its ac- count with Harry E. Foster Agencies, To- ronto.

OGILVIE FLOUR MILLS Co., Montreal (flour), is starting a five-weekly afternoon musical program on 51 Canadian stations. Account was placed by J. J. Gibbons Ltd., Montreal.

ALLCOCK, LAIGHT & WESTWOOD Co., Toronto (sporting goods), has started weekly snow condition broadcasts for skiers in southern Ontario on CKEY To- ronto. Account was placed direct.

SOUDACK Fur Auction Sales, Winnipeg, has started weekly quarter-hour musical programs on six western Canadian sta- tions. Account was placed by McKim Adv., Winnipeg.

THOR-CANADIAN Co., Toronto (wash- ing machines), has started a spot an- nouncement campaign on a number of Canadian stations. Account was placed by Frontenac Broadcasting Agency, Toronto.

VITARINE Co., New York (Vi-Tr Laxative) has named Maxwell Dane Inc., New York, as agency. Radio is said to be considered.

TAPPIN'S JEWELERS, Newark, has ap- pointed A. W. Lewin & Co., Newark, as agency. Plans are said to include radio.

SNOW WHITE Products Co., Lynch- burg, Va. (hair beautifier), has named Van De Mark Adv. Inc., Cincinnati, as agency. Plans are said to include radio.

MODERN APPLIANCE Co., San Mateo, Cal. (commercial and household appliances), has appointed Walker Adv. Agency, San Francisco, to handle its account. Radio may be included in plans.

UNIVERSITY HYDROPHONIC Service, San Francisco (Plant-Chem and Lawn- Chem), has appointed Gerth-Pacific Adv. Agency, San Francisco, to handle its ac- count. Radio is said to be considered.

CASCADE FROZEN FOODS, Seattle Agen's Quick Frozen Foods), has appoint- ed Joseph R. Gerber Co., Portland, Ore., as agency. Radio may be included in plans.

Correction

JERRY LAWRENCE, record ma of WMCA New York, and not Jerry Law, radio director of J. R. Kup- sick Adv., New York, staged the Dec. 15 War Bond auction reported in BROADCASTING Dec. 25. Total Bond sales have since risen to $10,000,000.

Who're you crazy about, Simanthy?
Ooo-h-h-h! I'm crazy about those smart, smart men at WDAY!

Women around Fargo—and that includes practically every woman in every town and on every farm within 100 miles—get most of their household hints, their beauty tips, their local and world news from WDAY. So do the men, for that matter. But WDAY knows who spends the family cash—so that's the girl we go for!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS
WSPA
SPARTANBURG,
SOUTH CAROLINA
Home of Camp C
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

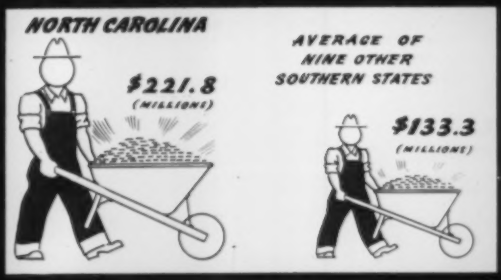
XUM

NORTH CAROLINA

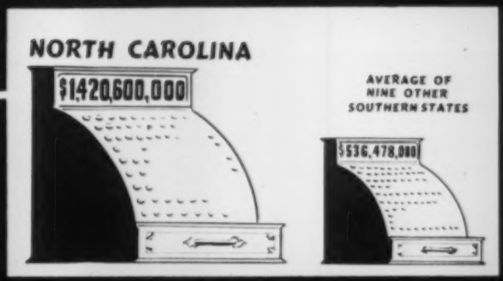
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THE *Business* OF BROADCASTING

WHK Aid

WHK Cleveland was instrumental in aiding the war effort, according to a letter to K. K. Hackathorn, WHK general manager, from W. L. Everitt, director of the Army Service Forces' Operational Research Staff, who said that a detailed description of the WHK antenna towers given by Carl E. Smith, in charge of research for WHK, now on leave to the Army, helped the Chief Signal Officer solve an antenna problem in connection with development of a new system.

Italian Discs

TO AID the National Foundation for Infantile Paralysis in its 1945 drive, WOV New York has produced a series of 10 transcribed announcements in Italian, featuring outstanding Italian radio artists. Discs will be distributed by the Foundation to all stations nationally carrying Italian-language programs.

Square Club Expands

FOURTH ESTATE Square Club of Philadelphia, recognizing radio's intensive coverage of the news and the fact that local papers have taken over the operation of radio stations, has created a closer bond between the newspaper and radio by widening the scope of its membership to bring in eligibles associated with the radio, television and advertising agency fields. The Square Club is the only Masonic club in the country in the newspaper profession, with membership restricted to newspapermen since its organization more than 20 years ago.

Weather Info

DETAILED information on weather conditions in the San Francisco Bay area and North Coast counties are being broadcast four times daily by KSFO San Francisco as a public service feature. General bulletins on Pacific Coast, Inter-Mountain and Mississippi Valley states weather are included in the broadcasts.

WWDC on 24 Hours

WWDC Washington is now the Capital's only 24-hour station, being off the air only from 1-6 a.m. Monday. Regular 1-6 a.m. period is taken up by *The Yawn Patrol With the Night Watchman.*

Religious Discs

CAMPUS CHRISTIANS, new firm specializing in transcribed and recorded church and religious music, has been established in Los Angeles with headquarters at 427 W. Fifth St. Handling its own production, firm is inaugurating a library service with instrumental music as well as vocal selections. Earle E. Williams, formerly associated with religious stations, is general manager. Richard A. Silvius is sales and advertising manager.

WSOO Appoints Rep

WSOO Sault Ste. Marie, Mich., is being represented in Canada by William Wright, Toronto.

Pulling Power in Philadelphia!

WDAS Pulls War Bond Money
Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.

With "Pulling Power" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

War Ad Council Suppor
Is Praised by Presiden

VOLUNTARY contributions advertising men and women und the leadership of the War Adve tising Council are lauded by Pre ident Roosevelt in a message the Council which states that th "organization has performed sple didly in achieving its patriotic pu pose of 'mobilizing the forces advertising to assist in winnin the war.' "

"The need for this wartime aid," President wrote, "will continue until last shot is fired. I cannot emphasize point too strongly. Those who are ing in bringing information to the have a responsibility to help prevent letdown on the home front. And after war, there will be many critical problems requiring the understanding cooperation of every American. It vitally important that the working nership between business and Governme which has so successfully brought inf mation to the people in wartime, contin into the postwar period."

Murray's All-Stars

SPORTS editor of WIBG Philadelph Franny Murray has announced his tions for the all-scholastic football team the Philadelphia area. WIBG also casts the baseball games of the Philad phia Athletics and Phillies, the Philad phia Eagles professional games, besid the Villanova and Temple football tests.

'Telegram' on WOR

THE *New York World Telegram*, one the leading critics of radio adverti effectiveness, notably in the retail last week started a circulation-buildi campaign on WOR New York, using thr weekly participations for 52 weeks *Breakfast With the Fitzgeralds.* Busin was placed by L. E. McGivena Inc., York. Commercials urge listeners to W-T features.

GE Mexico Plans

GENERAL ELECTRIC, S. A., has pointed the Mexican subsidiary of G Adv., New York, to handle the adver ing in Mexico of all GE products, plans to start a radio campaign some this year. The Grant subsidiary has acquired Max Factor & Co., manufactur of cosmetics, which uses radio in Mex

KTHS Service

AS RADIO celebrates its 25th annivers this year, KTHS Hot Springs, Ark., in its 21st year. In celebration of KTHS 20th anniversary late last mo 45 Hot Springs merchants devoted 15-minute programs to saluting KTHS its 20 years of service to Arkansas.

OPA Thanks WRVA

WRVA Richmond and its program ser manager, Irvin Abeloff, have been than by the local Office of Price Administra for donating time for the Sunday pu service feature *Now You'll Know* wh a letter stated, is proving most hel to the OPA program as a whole. Qu tions that confront the board each are aired in discussions with heads various divisions of the local OPA.

KFAR Album

FAMILY ALBUM of KFAR Fairba Alaska, was the Holiday greeting sent friends of the station "in the North and in the States". Booklet contain pages of pictures of the staff, at th control panel, mike or desk. The is a color picture of the transmitter ing.

Home Audition Winner

FIRST ex-serviceman to land a reg job through the NBC "Welcome Ho audition plan is Robert Stark, rele from the Army after service in South Pacific, who was interviewed Jack Rathbun, manager of WCOA Pe cola, Fla. and given an announcing at that station.

Basketball Coverage

WAJR Morgantown, W. Va., in orde broadcast basketball games of the U West Virginia, has cancelled all mercial and sustaining programs on of the games. Sponsors are the Tri Food Stores, Coca-Cola Bottling Co., M taineer Flower Center and the Ch Dairy & Ice Cream Co. Outdoor will be covered by the WAJR mobile

Is it Love?

MOONLIGHT IS FINE, as long as you feel the same about things in daylight. That's the real test—not only for love, but for transcribed libraries, too!

The glamour of "names" has to be backed up by *consistent program power*. A few peaks can't make up for a lot of valleys in listener appeal.

On this all-important basis of real usefulness, your best bet is ASSOCIATED!

For ASSOCIATED gives you *most* hours of the best *radio* music. Not just playing hours but *paying* hours... exclusive, network-calibre entertainment that always assures more listeners and clients!

Yes, there's mighty good reason why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. *Quality* has a way of getting to the top...especially when it's *quantity*, too!

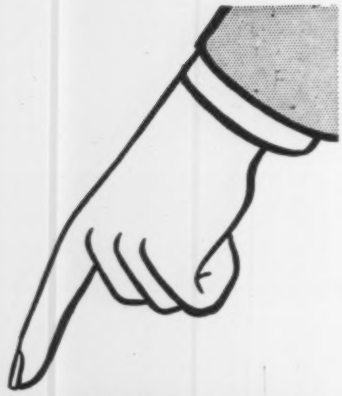
Want to know how ASSOCIATED can do a better job for *you?* Write today for the ASSOCIATED LIBRARY booklet. No obligation, and plenty of worthwhile information.

Get the facts now!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.



NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000	Jewish speaking	persons
1,523,000	Italian speaking	persons
1,235,000	German speaking	persons
660,000	Polish speaking	persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

OWI PACKET, WEEK JAN. 29

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 29. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Ind.	Group 01 Aff.	Ind.	NAT. SPOT PLAN Live	Trans.
Rationing	X	--	--	--	--	--	--
Merchant Marine	X	X	--	X	--	--	--
Army Nurses	--		--	--	--	X	X
Careless Talk	--	X	--	X	--	--	--
Don't Travel	X	--	--	--	--	--	--
Stop Wartime Accidents	--	--	X	--	X	--	--

See OWI Schedule of War Message 145 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WSBT
SOUTH BEND

◉ **Where More People Have Radios and More People Listen**

In South Bend where the percentage of radio ownership is 96.9*—8% greater than for the country as a whole and 4.2% greater than for the State of Indiana—WSBT has a Hooper** of 46.1. In other words there are more radios in South Bend than there are in most places and most of them are tuned to WSBT.

*CBS Survey of Radio Ownership 1944.

**Hooper Station Listening Index May through September, 1944.

PAUL H. RAYMER CO.
National Representatives

COLUMBIA NETWORK

Maj. Gould Appointed

MAJ. PURNELL GOULD, instr mental in setting up Americ Expeditionary radio stations in t Pacific and recently returned the States, has been appointed chi of broadcast service section Armed Forces Radio Service. H is headquartered in Los Angele Appointment was announced Col. Thomas H. A. Lewis, com manding officer of AFRS. Cap Bill Bakewell has been acting chi of the broadcast service sectio Recently returned from Honolul Maj. Gould was sales manager WFBR Baltimore before joinin the service.

WOR Pension Plan

RETIREMENT plan for WO New York personnel, adopted the board of directors of Bam berger Broadcasting Service Inc owner, is open to all members be tween 30 and 65 who have bee with WOR at least three year and provides retirement benefi after 65. Plan occurs simultaneous ly with adoption of over-all re tirement provisions by R. H Macy & Co., New York, the par ent corporation, and is subject approval of stockholders and th Commissioner of Internal Revenu

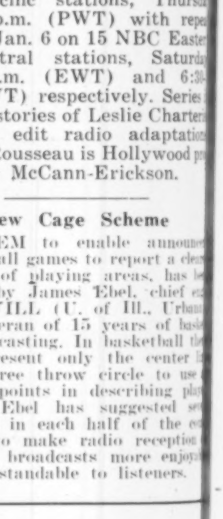
Emerson Drug Signs

EMERSON DRUG Co., Baltimor (Bromo Seltzer), on Jan. 4 starte *The Saint*, detective series, on NBC Pacific stations, Thursda 9:30-10 p.m. (PWT) with repea starting Jan. 6 on 15 NBC Easter and Central stations, Saturda 7:30-8 p.m. (EWT) and 6:30 p.m. (CWT) respectively. Series based on stories of Leslie Charter who will edit radio adaptation William Rousseau is Hollywood pr ducer for McCann-Erickson.

New Cage Scheme

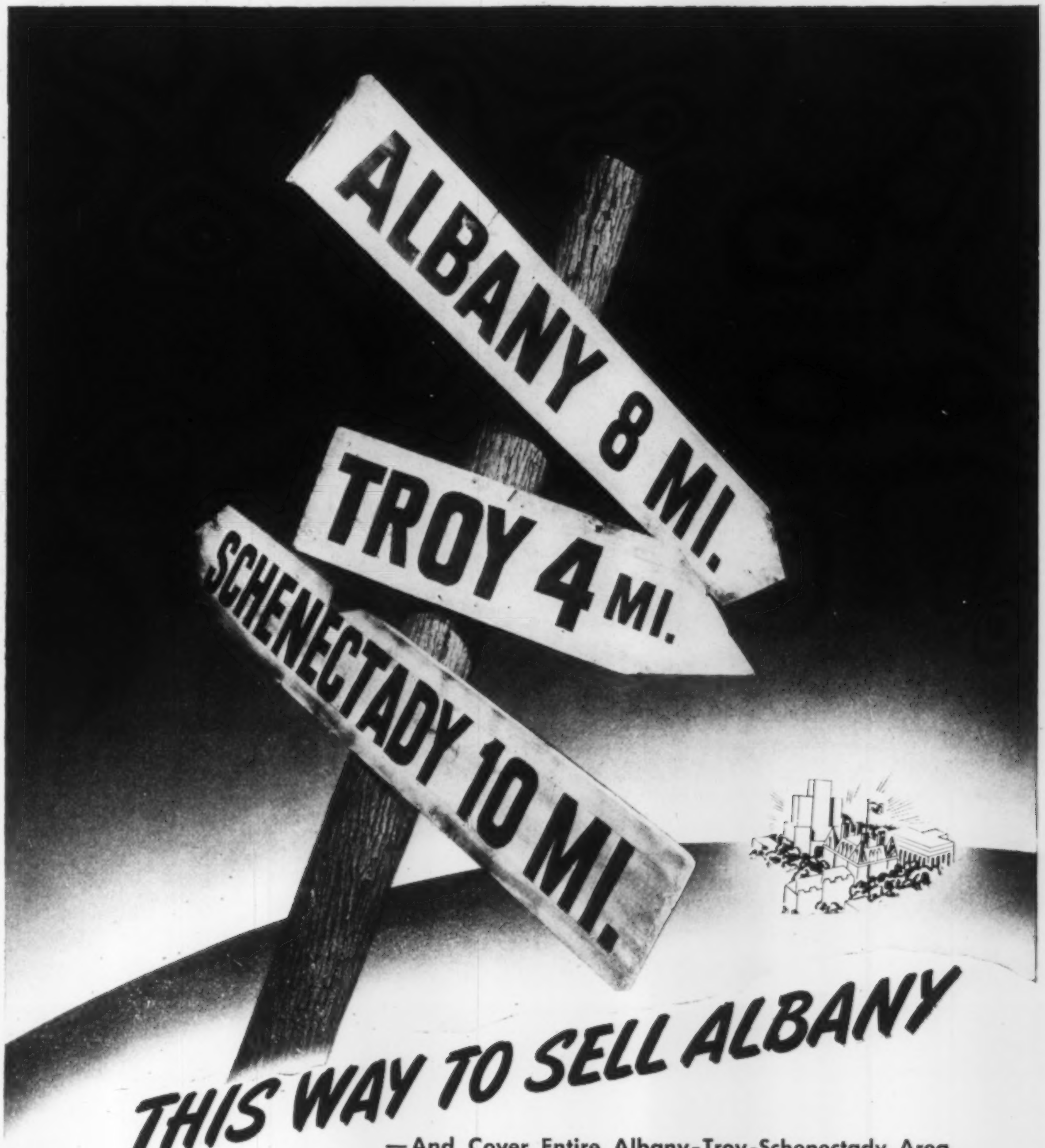
A SYSTEM to enable announce of basketball games to report a clea definition of playing areas, has be proposed by James Ebel, chief en neer of WILL (U. of Ill., Urban and a veteran of 15 years of bask ball broadcasting. In basketball th are at present only the center li and the free throw circle to use reference points in describing pla therefore Ebel has suggested se new areas in each half of the co in order to make radio reception basketball broadcasts more enjoya and understandable to listeners.

Pardon us if we repeat—
But it's still true that
Only **KROD**
serves **ALL** *the rich*
El Paso Southwest



CBS
Represented NATIONALLY by Howard H. Wilson Co.
•
It costs no more to reach ALL of this important market —BUY KROD.

KROD
1000 Watts
EL PASO, TEXAS
Dorrance D. Roderick, Owner
Val Lawrence, Manager


ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.
THIS WAY TO SELL ALBANY

—And Cover Entire Albany-Troy-Schenectady Area With One Station, *At One Cost!*

■ Three cities, yes. But so close together in their geography and their thinking, that they blend into one great market. Think of it—three markets in one, and big ones.

Then why not sell all three, with one *strong, influential* radio station that covers them all? And will!

In doing so, you solve your "Albany problem"—and cover Troy and Schenectady too. The name to remember: WTRY.

NOTE: With WTRY's strong signal, the coverage you get is unbeatable.

Invest in the United States
★ Buy War Bonds ★

Basic Blue Network · 980—Middle of the Dial—980 · Representatives: Paul H. Raymer Company

WTRY, Albany-Troy-Schenectady · Associated with WSYR, WKNE, WELI

National Biscuit News Program on Yankee Net

NATIONAL BISCUIT Co., New York, will sponsor *Nine O'Clock News* with Nelson Churchill, newscaster on WNAC Boston and the Yankee Network, 9-9:15 a.m., Monday, Wednesday and Friday beginning in early January. Contract marks the first time National Biscuit has used regional broadcasting in New England. They have previously used local spots.

Calling the series a "hometown partnership", Linus Travers, executive vice-president of Yankee, said that *Nine O'Clock News* will feature local news as well as worldwide coverage. Stations using the series are: WNAC WEAN WICC WAAB WLLH WSAR WLNH WRDO WCOU WHAI WNLC WEIM.

ADAM J. YOUNG Jr. Inc., New York and Chicago, has been appointed representative for CKLW Detroit-Windsor.

AFRS Praised

"RADIO is without doubt the best morale builder we have out here," said Capt. Jim McVeigh, former San Francisco radio producer and announcer, just returned from the China and Burma-India theatres of war. He reported that the Armed Forces Radio Service is so fast that the topflight programs heard in the States are aired, via transcriptions, in northern Burma within the week. First choice of the men is sports, he said.

KGVO Changes

A NEW department, sales promotion and merchandising, has been added to KGVO Missoula, Mont., according to General Manager A. J. Mosby. Delores Swanberg is a new member of the continuity staff replacing Ione Furniss, resigned. Mary Lou Louben, senior student in the Montana State U. School of Journalism, has joined the news department as a reporter.

VOICE OF THE COTTONTAILS

Ingenuity of Boys at B-24 Base Builds Up-to-the-Minute Radio Station

THERE is a B-24 Base in Southern Italy that is so out of the way that boys who had brought radios or built them couldn't get any reception but the wailing wind or the guard snoring. They decided to do something about it.

Scoured the Corners

So they got themselves two transmitters that operations had turned in for salvage. They got "beat-up" amplifiers and wires and plugs and burned up microphones from wrecked planes. And they built themselves a good transmitter. They moved into an old broken down Italian storehouse, soundproofed everything with sand, grass and GI blankets, and produced a first rate station—two studios, control room, an office and a shack to house their borrowed generator.

After getting over the difficulty of frequency allocation and permission to operate, aided by their C. O., Col. R. R. Gideon Jr., they began operations on Sept. 16.

Because of the number of rabbits constantly running around the station, the boys called themselves "The Cottontails", with the jive tune "Cottontail" as their theme. Music is supplied by records and a small organ loaned by the chaplain.

The Cottontails operate 10 hours a day now, with news four times daily, all types of musical programs, quiz shows, hometown gossip, and even poetry. Every Sunday they broadcast their own chapel on the air. And they air local sports events direct as well as big games picked up from the States and rebroadcast.

After bombing missions, many of the ships tune out the homing beacon and ride in on the "Voice of the Cottontails".

Blue Assignments

JACK O'MARA, Blue western division sales promotion manager in addition to his regular duties has taken over supervision of the network's guest relations and audience mail departments in Hollywood. Virginia Samuels, secretary to Mr. O'Mara, has been placed in charge of guest relations operations. Duties of Ernest Felix, Blue western division auditor, have also been augmented. In addition, he has been placed in charge of all government contracts, personnel work and general service at the network's Hollywood headquarters.

Announcer Award

BRONZE STAR Medal has been awarded S/Sgt. Eugene Kelly Slutz former sportscaster of WCHS Charleston, W. Va. "for meritorious service in support of combat operations . . . as radio announcer, United States Armed Forces Radio Station in Assam, India." The citation issued by the Commanding Officer of the Tenth Air Force further states, "Sgt. Slutz . . . exhibited . . . a high degree of technical knowledge, zeal, and devotion to duty." Sgt. Slutz was known as Gene Kelly at WCHS.

MBS Names Danley

TORRENCE (Ted) W. Danley formerly assistant to George Chambers, sales service manager of Mutual, on Jan. 1 became sales service manager. Mr. Chambers is shifted to the New York sales staff of Mutual. Mr. Danley served for 12 years in the sales service department of CBS and after an interim with the OWI joined Mutual three months ago as assistant to Mr. Chambers. Mr. Chambers joined Mutual in 1942 as sales service manager after five years as eastern advertising manager of *Barrons*, financial weekly.

Hey, Joe– KABC Sure is Strong on Cooperation!

Joe already knows that business is mighty good on KABC, but we believe in making things even better — both for listeners and advertisers.

Listeners are kept reminded of Blue Network and other program features by a constant schedule of newspaper advertising . . . and clients are extended the fullest measure of cooperation, to the end that their advertising will produce maximum results.

Is it any wonder that KABC is widely known as "The Fastest Growing Radio Station in San Antonio?"

Kabc

SAN ANTONIO'S BLUE NETWORK STATION

WEED & COMPANY, National Representatives

THERE'S A POPULATION
GREATER THAN
BALTIMORE CITY

COVERING AN AREA* *GREATER* THAN ALL THE NEW ENGLAND STATES COMBINED...

In the Denver Market and Mountain and Plains States Region *SERVED BY* KOA

• This is an essential market. KOA is the essential station. There are extra millions in sales available in Colorado alone; 850 out of every 1,000 homes have radios. KOA, and KOA alone can reach these millions—and still *more* in neighboring states. Let "power-full" KOA show you real cash register sales.

*KOA Daytime Primary Area.

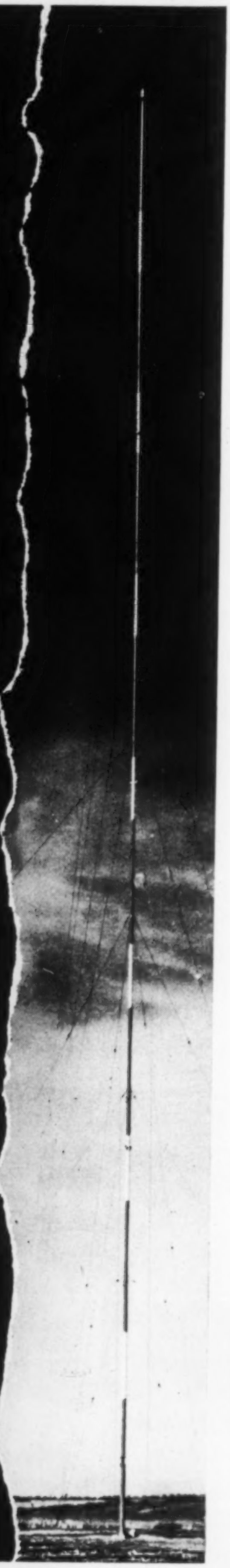
In Denver—**KOA** gives you more than the other four.

50,000 WATTS
TOP NBC PROGRAMS
COVERAGE—Colorado and adjoining states
DEALER PREFERENCE (68.8%)
LISTENER LOYALTY (69%)
SALES RESULTS

Inaugurated 1924: GROWING GREATER ...GOING STRONGER THAN EVER BEFORE!

FIRST IN DENVER
KOA
50,000 WATTS
850 KC

NBC



Now Back in production

LINGO

VERTICAL TUBULAR STEEL RADIATORS

Prompt Delivery

subject to existing regulations

We are ready now to serve you again, if you have the proper priority to purchase new equipment. In planning your modernization program, be sure to investigate the exclusive and superior features of the Lingo Vertical Tubular Steel Radiator. They are available in standard heights—100 to 500 feet. Orders placed now can be delivered within a few weeks. Write at once for details.

Lingo also produces tubular steel poles for the support of FM, Television and other UHF antennas.

Our staff will be pleased to provide you with the complete story as it applies in your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.

JOHN E. LINGO & SON, INC.
Est. 1897 Camden, New Jersey

Recommendations by Lea Probe

(*Continued from page 13*)

ence and the advice he gave tended to serve the purposes of those participating in the deception of the owner."

7. As to the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, Blue Network chairman and former Undersecretary of Commerce, the Committee absolved Mr. Noble, William J. Dempsey and William C. Koplovitz, his Washington counsel; Thomas G. Corcoran, former White House confidant; the White House and FCC of any "pressure" as charged by Mr. Flamm.

8. For the Commission, adequate engineering staff, adequate monitoring staff and adequate personn to handle applications promptly f postwar needs.

9. Former Chairman Fly (wh resigned last Nov. 15 to enter pri vate law practice and become chair man of Muzak Corp.) "is a ver able, resourceful man, strong in hi convictions, aggressive and per sistent . . . and assumed unques tioned leadership . . . Sometimes h was arbitrary in the conduct o hearings. . . . It is probably tru that Mr. Fly contributed materially to the better functioning of th Commission. He left it better tha he found it. His resignation fro the Commission has removed hi as an element of controversy fro its future activities."

10. Continuation of the investiga tion "is not contributory to goo administration".

Clear Definition

11. As for overall legislation "th uncertainties of interpretation, s far as possible consistent with th exercise of the reasonable discre tionary powers of the Commissio should be removed. The rights an duties of the industry should b more clearly defined; likewise th powers, duties and limitations o the Commission should also be co sidered, and necessary amendmen made to conform to good practi as developed by experience."

12. As a practical method of a proach to new legislation the Co mittee recommended appointme of a joint committee from the FC and radio profession to sugge necessary amendments to Congre "that will contribute to the i provement of the present law a its better administration".

HOW TO SELL YOUR PRODUCT TO THE 5,000,000 PERSONS IN CUBA

Many national advertisers have found out that the most effective way of stepping up distribution and increasing sales in Cuba is by using **RHC Cadena Azul**, the dominant network in Cuba.

For **RHC**, day in-day out, **delivers the larget audience in Cuba.**

And in Havana the **RHC** outlet is the station people listen to most.

A recent impartial survey made by six large national advertisers shows that **RHC** has twice the audience of its nearest competitor.

Our New York offices will be glad to show you the latest Cuba audience survey, a comprehensive survey similar to the Crosley ratings in the United States.

RHC CADENA AZUL

RADIO CUBA HABANA RHC Cadena Azul

Cuba's only network affiliated with

CBS

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

KFJI to Miller

TRANSFER of control of tot stock interest in KFJI Klama Falls, Ore., from George Kincai deceased, and Rachael J. Kinca to Willard D. Miller, local busine man, for $115,000 was granted b the FCC last week. Commissio Durr voted for a hearing on t case. The 100 w Mutual-Don L affiliate on 1240 kc was establish in 1932 by John A. Kincaid, up whose death the station was tra ferred in July 1944 to his son.

OVER 160,000
RADIO HOMES
In W M O H
.5 MV/M Area

The SPOT For
Your SPOTS Is

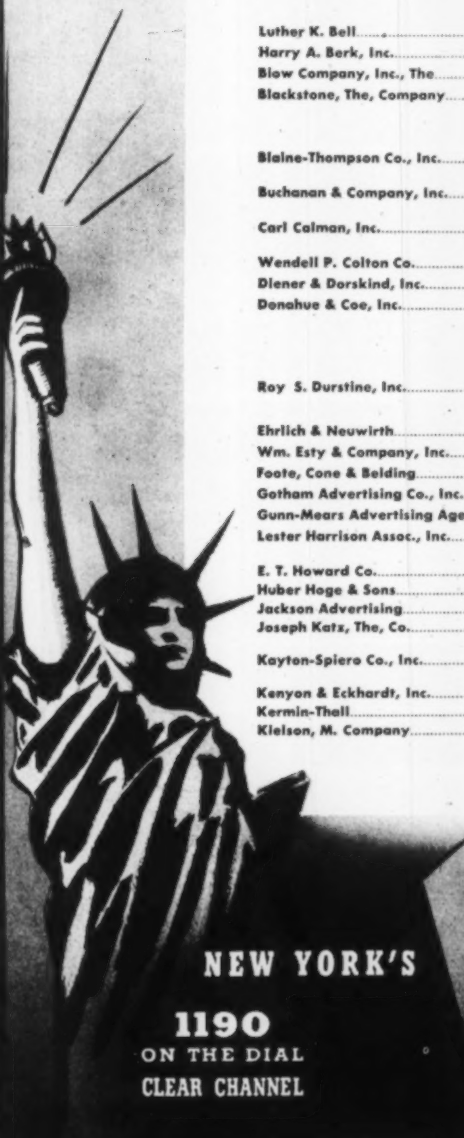
WMOH
Hamilton, Ohio

Thanks for another Big Year!

TO THESE ADVERTISING AGENCIES AND THEIR CLIENTS WHO BROADCAST ON WLIB IN 1944

ADVERTISING AGENCY	PRODUCT AND SPONSOR
Advertising Guild, Inc.	Park Theatre 48th Street Cinema
Austin Advertising, Inc.	Dime Savings Bank of Brooklyn
Bates, Ted, Inc.	Palmolive Soap
Batten, Barton, Durstine & Osborn, Inc.	Penick & Ford Ltd. My-T-Fine New York Telephone Co. United Fruit Company
Luther K. Bell	C. Ludwig Baumann
Harry A. Berk, Inc.	James A. Waters Co.
Blow Company, Inc., The	Bulova Watch Company
Blackstone, The, Company	Dilbert Bros. Fabrikant Bros. Pedro & Olga Resort Hotels of Sullivan County
Blaine-Thompson Co., Inc.	"In Bed We Cry" J. C. Wilson Warner Bros.
Buchanan & Company, Inc.	Paramount Pictures Inc. Fabian Theatres Inc.
Carl Calman, Inc.	Empire Gold Buying Co. Old Fashioned Gospel Hour
Wendell P. Colton Co.	Todd Shipyards
Diener & Dorskind, Inc.	Paragon Oil Company
Donahue & Coe, Inc.	Herbert Shumlin "The Visitor" Loew's Inc. (MGM) David O. Selznick Republic Pictures Wm. Maloney "Soldier's Wife"
Roy S. Durstine, Inc.	S. A. Schonbrunn Co. Savarin Coffee Edelbrew Beer
Ehrlich & Neuwirth	Simon Ackerman, Clothes
Wm. Esty & Company, Inc.	Super Suds
Foote, Cone & Belding	RKO Pictures
Gotham Advertising Co., Inc.	Lutheran Laymen's League
Gunn-Mears Advertising Agency	Brooklyn Academy of Music
Lester Harrison Assoc., Inc.	Artcraft Brenner Bros
E. T. Howard Co.	Rieser Co. Venida Hair Lacquer
Huber Hoge & Sons	Tabasco Sauce
Jackson Advertising	Flem-O-Lyn for coughs
Joseph Katz, The, Co.	Ex-Lax Company Rem Cough Remedy
Kayton-Spiero Co., Inc.	Hurok Attractions 20th Century Fox
Kenyon & Eckhardt, Inc.	Wesson Salad Oil
Kermin-Thall	Antonio Beauty Shops
Kielson, M. Company	Horowitz-Margareten
Kimball, Abbott Co., Inc.	Journal-American Joe Lowe Corp. Popsicle Creamsicle
Landau, A. B., Inc.	Manischewitz
Lefton, Al Paul Co., Inc.	Old Country Trotting Assn.
A. W. Lewin Co., Inc.	Corsetorium
Mason-Relkin Company	Triebitz Shoes Wright Clothes
Mogul, Emil, Company Inc.	Barney's Clothes
Morris Agency	Kirsch's Beverages
Moss Associates	Harman Watch Co.
Newell-Emmett Co.	Pepsi-Cola Co.
Paris & Peart	A & P Tea Co.
Posner Advertising Agency	Clothing Outlet
Redfield-Johnstone, Inc.	Colcombet Wines
Arthur Rosenberg Co., Inc.	Myer's 1890 Beverages
Ruthrauff & Ryan, Inc.	Tumbo Puddings
Lee Sohn Advertising	House of Scherk — Arabian Nights Perfumes
J. D. Tarcher & Co.	Seeman Bros. Pique
J. Walter Thompson Company	Ward's Bread Gold Medal Capsules
Tracy, Kent & Co., Inc.	Wm. Wise & Sons Jewelers
van der Linde, Victor	Jas. McCreery & Co.
J. Franklin Viola	Ivel Furs
Waxelbaum Company	Treemark Shoes
Young & Rubicam, Inc.	Borden Company W. A. C.
A. Harry Zoog Associates	Pinebrook Praises
Direct	Atlas Refrigerator
Direct	Community Opticians
Direct	I. J. Fox Furs
Direct	Henry George School
Direct	Hudson Canadian Fur Shop
Direct	Kay Preparations Formula 301
Direct	Keensight
Direct	Manco Bread
Direct	Mays Department Store
Direct	Lane Bryant, Brooklyn
Direct	Michaels Bros.
Direct	Michaels & Co.
Direct	Monticello Drug Co.
Direct	Mullins, John & Sons
Direct	Pinsley Clothes
Direct	Leon Simon Clothes
Direct	X-L Products
Direct	Regent Carpet Cleaners

SUCH ACCEPTANCE . . . MUST BE DESERVED!



NEW YORK'S

WLIB

1190
ON THE DIAL
CLEAR CHANNEL

"THE VOICE OF LIBERTY"

ELIAS I. GODOFSKY
President & General Manager

DOROTHY S. THACKREY
Chairman of the Board

ROBERT M. SCHOLLE
Vice-President, Sales

XUM

Video Advertising

TELEVISION'S role in advertising will be discussed at the monthly meeting of the American Television Society at the Modern Museum of Art in New York, Jan. 11. Allan T. Preyer, chairman of the board of Morse International Inc., New York, will be chairman of the meeting. Speakers include: Ira A. Hirschmann, vice-president of Metropolitan Television Inc., New York; Lily Dache, millinery designer; Joseph Copeland of Pattullo Modes Inc., New York and Willys Cooper, program manager of Compton Adv., New York. Motion pictures comparing the effectiveness of other advertising media with television will be shown.

Availability Service

A NEW publication, *Time-Buyers Guide*, listing data on announcement periods and sustaining programs available for sale by subscribing stations, will make its appearance Feb. 1, issued weekly to all timebuyers in the United States, Stanley Young, managing editor, announced last week. First issue will provide information on New York City stations, with additional major markets included in subsequent issues. Publication's headquarters are in the Empire State Bldg., New York. Telephone: Bryant 9-0100. Chicago and West Coast offices will be opened shortly, Mr. Young said.

Wigglesworth Fears Possible Federal Ownership of Radio

Supreme Court Decision Gives Powers to FCC Beyond Intent of Congress, He Tells House

Rep. Wigglesworth

DECLARING that the Supreme Court decision of May 10, 1943 gave the FCC powers over program content and business practices of stations not intended by Congress, Rep. Richard B. Wigglesworth (R-Mass.) last Wednesday filed a minority report on activities and findings as a result of hearings by the House Select Committee to Investigate the Commission.

Although taking sharp issue with the majority report, Mr. Wigglesworth in some aspects joined his colleague Rep. Louis E. Miller (R-Mo.) and the majority in calling for remedial radio legislation "which will give proper effect to and provide for the faithful enforcement of the will of the Congress in respect to radio broadcasting".

Regulatory Power

As a result of the Supreme Court decision, "the Commission appears to have been found to possess the power to regulate the contractual relations between the stations and networks and, in fact, to demand fundamental changes in their business methods, as incidents to passing upon individual applications for permission to operate a radio station and to use a specified wavelength, the authority being found under the broad standard of 'public convenience, interest or necessity'," said Rep. Wigglesworth.

"How far the Court would go in respect to other regulations is not apparent. It would appear, however, that carried to a logical conclusion, the functions of the Commission would become in effect those of Government operation, if not Government ownership as distinuished from proper Governmen regulation. This, I am sure, was no the original intent of the Congress this, I am confident, is not th intent of the Congress today. I order, therefore, that the Commission may be governed by the wi of Congress, clarifying or remedia legislation appears to be imperative. This matter assumes particular importance in view of the fac that the FCC is by no means th only agency with licensing power under the Federal Government."

Criticizing the majority for no making a draft of its report available until 4½ hours before filing deadline, Rep. Wigglesworth submitted a 22-page dissent in which he charged the Commission has permitted "trafficking in licenses". He criticized the Committee for "failure to examine more thoroughly" into alleged abuse of its licensing power by the FCC.

Rep. Wigglesworth charged that the Committee received no cooperation from the Commission but on the other hand "met with constan obstruction, intimidation and behind-the-scenes action, in an apparent attempt to hamstring the work of the Committee and to suppres the truth". He cited several instances where he said the Committee was blocked in its investigatio by executive orders.

Hits WMCA Sale

"Generally speaking, the fu force of the Administration has been directed against the work o the Committee," he asserted "Whether or not, as a direct resu of Administration opposition, ther has been sharp disagreement within the Committee itself, serving, i my judgment, to impair materiall the progress of its work."

Rep. Wigglesworth saw no justification for executive sessions i the WMCA sale inquiry and co

BROMO (Ky.) WON'T HELP A SALES HEADACHE!

Nobody "sells her" anything much, for Bromo isn't actually effervescing—in fact, you might say she's pretty flat! On the other hand, WAVE's Louisville Trading Area is the biggest, best and most concentrated in Kentucky. Here business is fizzing! And WAVE offers real blanketage of the area, without trying to cover the backwoods whistle-stops! Throw away that asperin, Mister, and take WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

WROK

ROCKFORD, ILLINOIS

1000 Watts

BLUE Network

METROPOLITAN POPULATION NOW 111,000

WROK is represented by HEADLEY-REED COMPANY

XUM

uded that "the Commission canot escape condemnation for its onduct in this case. Either the ommission was guilty of gross egligence, and failed to live up to he trust reposed in it, or it was uilty of malfeasance in office." He ecommended a law, "in light of evelopments" in the WMCA hearg, prohibiting employes of any overnment agency from practicing efore the agency which he served or two years after he leaves the overnment service.

Rep. Wigglesworth disagreed ith the majority report which he aid "appears to be based, in large easure, on a digest prepared by he legislative reference service at he Library of Congress, no member of which has had an opportuity to hear the testimony, or oberve the witnesses, or to obtain he background essential to evaluting and digesting the evidence."

The Massachusetts Congressman sserted that abuse of licensing ower "can readily lead to Government operation if not Government wnership, as distinguished from roper Government regulation of he radio industry". He pointed out hat "some 450 out of a total of ome 900 stations" were on temporary licenses from June 1, 1941, to ay 31, 1943. "The danger in the se of this type of license as a club ver radio stations is self-evident," is report stated.

Called Inadequate

He, too, criticized Andrew W. ennett in the WFTL Fort Lauderale transaction between Ralph A. orton and the Fort Industry Co. etting forth various parts of tesmony, he concluded: "The Comittee has given no consideration the question of whether or not he Communications Act was violted with the Commission's conent and approval, by the Storer nterests having become the owners of so many licensed stations, r whether or not those interests ay have been engaged in trafficking in licenses."

Rep. Wigglesworth held the Arde ulova one-day investigation was nadequate. He concluded in the NNY Watertown, N. Y. case that he letters of protest sent to President Roosevelt by Democratic leaders "motivated the action, and that Black River's construction permit was cancelled on political considerations".

He charged that Chairman Fly and Dr. Robert D. Leigh, former chief of the Foreign Broadcast Intelligence Service, violated the law by soliciting aid in Congressional appropriations for the FCC.

Himself a member of the House Appropriations Committee, Rep. Wigglesworth said, "it is but fair to assume" that the Select Committee probe was "largely responsible" for a 2-million-dollar slash in the 1945 fiscal year FCC appropriation.

He called for an investigation of a regional grant to KSJB Jamestown, N. D., a local outlet, charging that John W. Boler, principal owner, at the behest of Mr. Fly, attempted to bring political pressure on Rep. Francis Case (R-S. D.) of the Appropriations Committee to get the cut restored.

Concurring with the majority, Rep. Wigglesworth called for remedial legislation to preclude the FCC from discriminating against newspaper ownership of radio.

"Only by a continuation of the work under the new Congress can the essential work contemplated in the resolution creating this Committee be carried to a proper conclusion," his report stated.

SLOCUM APPOINTED MANAGER OF WPEN

THE NEW general manager of WPEN Philadelphia is Richard W. Slocum who adds the assignment to his regular one as general manager of the *Evening Bulletin*, new owner of the Quaker City outlet.

Arthur Simon, general manager of WPEN when it was owned by Arde Bulova, from whom the *Bulletin* purchased it, is retained in an advisory capacity.

Named to assist Mr. Slocum last week was Henry Barringer of the newspaper's advertising department William L. McLean Jr., vice-president of the *Bulletin*, becomes in addition to his present duties president and treasurer of WPEN. Mr. Slocum is vice-president and secretary of the station.

Simoniz Renews

SIMONIZ Co., Chicago, on Dec. 31, renewed *Simoniz Sunshine Serenade*, heard Sundays on WMAQ Chicago, beginning its 12th consecutive year on the air. Contract, for 52 weeks, was placed by George H. Hartman Co.

Peter Fox News

PETER FOX Brewing Co., Chicago (beer) on Jan. 8 begins a ten-minute news program, Monday through Friday on WMAQ Chicago. Contract, for 52 weeks, was placed by Schwimmer & Scott, Chicago.

The Swing is to WHB in Kansas City

Meet WHB's Don Davis—

who lives in a suitcase at "Spot Sales" offices

And that's neither dust nor dandruff on his shoulders. It's Ivory Snow—sprinkled on by the photographer to indicate that Davis travels from frozen north to sunny south, constantly... the better to serve WHB advertisers. He is probably the only radio station president in America who travels as the station's national advertising representative.

Now, as an associate of Loren Watson at Spot Sales, Davis has the assistance of "Watso", Fred Wester and Bill Ewing in New York... Jameson Brinkmeyer and Willie Kissick in Chicago... John Livingston on the West Coast. Six *new* reasons why "the swing is to WHB in Kansas City"... with *five* offices over the nation to submit market information and availabilities whenever you 'phone.

Time clearances are made *the same day* from Kansas City, and submitted by telegraph, telephone or air mail letter. Along with program information and Hooperatings to prove that WHB is your best buy in the booming Kansas City market!

Ask about the new Rush Hughes Show on WHB—the "Song and Dance Parade." In its first five weeks it has definitely increased the sale of Bond Bread (General Baking), first co-sponsor on this popular participation program originated by Hughes at KWK, St. Louis. WHB participation is available in quarter-hour units, one to six times weekly, "across the board."

You'll *like* doing business with WHB, "the station with agency point-of-view"... where every advertiser is a *client* who must get his money's worth in *results.* If you want to sell the Kansas City market, WHB is your *happy* medium!

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY—Scarritt Building—HArrison 1161
NEW YORK CITY—400 Madison Avenue—ELdorado 5-5040
CHICAGO — 360 North Michigan—FRAnklin 8520
HOLLYWOOD—Hollywood Blvd. at Cosmo—HOllywood 8318
SAN FRANCISCO—5 Third Street—EXbrook 3558

WHB
KANSAS CITY
This is Mutual
1000 WATTS-880 KC.

KEY STATION for the KANSAS STATE NETWORK
Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

KDKA
PITTSBURGH
Selling to Six Millions
WESTINGHOUSE RADIO STATIONS Inc

XUM

Miller Asks Protection for Industry

Uniform Books System Held Dangerous by Lea Prober

JOINING the majority in a demand for definitive legislation, Rep. Louis E. Miller (R-Mo.), in a minority report of the House Select Committee to Investigate the FCC, released last Wednesday, took issue with the majority in one respect and called on Congress to "put a stop" to "apparent attempts" of certain Commissioners to "put radio in the same category as public utilities with the Commission having the power to control rates, purchase prices and earnings" of stations.

Rep. Miller

Asserting the Commission had attempted to accomplish that end by "calling for a uniform system of accounting," Rep. Miller said that such a system would be impractical because of the "various types of ownership". As for control of sale prices, the Missouri Republican commented: "There is no more reason why the Commission should have the power to pass on the sale price of a station than it should have to pass on the sale price of a newspaper."

Need for Law Clear

Evidence adduced at the Select Committee hearings justified the conclusion that the 1934 Communications Act is "obsolete and unsuited to the needs of a rapidly expanding industry," said Rep. Miller's report. He pointed out that since the present law was enacted, many new problems have arisen and since they could not be anticipated by the original lawmakers, the FCC has "been obliged to write special rules to meet current conditions".

"The industry feels that this rule-making by the Commission has been abused in many cases and at times has been used as a threat over the licensee. . . . The yardstick of 'public interest, convenience and necessity' is as broad as the ends of the earth and defines nothing with any degree of certainty, yet it is the rule used by the Commission to measure the grant of refusal of a license.

"What the industry needs and what the Congress should enact is a definite law so that the industry may know and abide by the rules of the game. Why let the industry get down on the 5-yard line and then have the Commission change the rules?"

Rep. Miller reported that "probably the most controversial issue between the industry and the Commission has to do with the control of programs and business". He cited the recent decision in which WOI was granted permission to begin broadcasting at 6 a.m. and pointed to the dissent by Commissioners E. K. Jett and Norman A. Case on the grounds that the action violated the Commission's own rules.

Rep. Miller set forth 20 derelictions which his report said the evidence brought out. In a five-point recommendation he declared that "further controls are necessary in the procedural part of the Act to keep the Commission within definite and ascertainable limits," that Congress should prohibit the Commission from discriminating against newspaper ownership and that Congress, and not the FCC, should fix any limit of stations any one licensee may own.

Miller's Conclusions

"Today, the American people are in danger of being told by a Government agency what they may and may not hear over their radios," said his report. "Freedom of speech by radio—freedom from Government interference—is in jeopardy. American broadcasting is the finest in the world. It has brought us the finest entertainment, the best news coverage, and a full and fair presentation of public questions. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC."

Among Rep. Miller's findings were these:

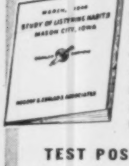
That the FCC has practiced p
litical favoritism; has employed

Surveys Show

it's kglo in the "Heartland"

SOUTHERN MINNESOTA
NORTHERN IOWA

FOR INSTANCE the Robert S. Conlan Survey shows 50% more "Heartland" folks tuned to KGLO for the noonday news than to the next most popular station. What's more for *ali* periods, EVERY DAY 52.6% of the audience is tuned to 1300—K G L O. That's a nice slice of potential customers, Mr. Time Buyer, when you remember that there are 293,080 radio homes in the "Heartland."



FREE—A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

TEST POSTWAR PLANS ON KGLO

Dip into

THE Pork Barrel MARKET

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

•

WEED & COMPANY, Rep.

The San Francisco Radio Picture *Has* changed!

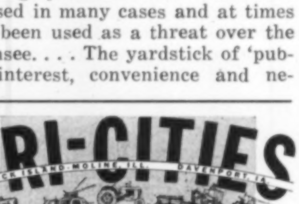
Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

TRI-CITIES

ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.

The FARM MACHINERY Capital



Farmall Tractor, produced in TRI-CITIES

Things will keep hummin' in TRI-CITIES after V-day, for wartime conditions are creating an unprecedented demand for farm machinery. Also, since TRI-CITIES is **not** a mushroomed war town, it won't shrink disastrously "after it's all over."

So plan to capture this prosperous urban market of 200,000 by using this popular right-at-home "salesman"—

WHBF

ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

If you use radio in IOWA, you need the

1944 IOWA RADIO AUDIENCE SURVEY

Gives detailed analyses, maps showing counties where *each* Iowa station is "listened-to-most". Tells which stations are preferred in cities, towns, on farms—and why. Furnishes invaluable data on Iowa *program* preferences and favorite listening *hours*, broken down by age, sex, place of residence. Plus dozens of other vital facts you *need*. Get your free copy TODAY. Address

WHO—912 Walnut St.
Des Moines 7, Iowa

owers to reward its political friends; hat acting through its former Chair- an Fly. it endangered the public elfare and particularly the lives of erchant seamen by refusing to turn ver to the Dept. of Justice the finger- rints of radio operators.

That the Commission sought to pun- sh newspapers politically opposed to he Administration by seeking to re- train certain newspapers from owning nd operating radio stations for 2½ ears and to control program content f stations owned by certain news- apers by requiring said stations "to ive a listing of the personnel who erform, arrange, write or create pro- ram material who are in any way onnected with a newspaper," not- ithstanding the FCC is specifically orbidden by law from censoring the rogram content of radio broadcasting.

That the FCC has made misrep- esentations to Congress to procure ppropriations; that in arrogating it- elf certain war activities, the Com- ission has drawn upon needed man- ower and critical materials and pro- ured the exemption from military ervice of a large number of its per- onnel under the questionable pretext hat such personnel was skilled and ndispensable.

Charges Derelictions

That the Commission has unlawfully nd capriciously exercised its powers o further its own political ideologies nd those foreign to our form of Gov- rnment; that the Commission has ithout warrant or authority kept the adio industry in a constant state of ear by placing and keeping more than ne-half of all stations on a temporary icense.

That former Chairman Fly accepted ratuities from Comdr. Storer in the av of payment of his hotel bill while ssisting his friend Storer in pur- hasing station WFTL for approxi- ately half its real value; that the FCC in undertaking monitoring ac- ivities in miiltary theatres has inter- ered with the prosecution of the war, hat in the judgment of a competent aval officer (Rear Adm. Stanford C. Hooper, former Naval Chief of Com- unications) the Commission was in art responsible for the disaster at Pearl Harbor; that the FCC, and par- icularly former Chairman Fly, en- angered the national security and in- erferred with the prosecution of the ar by opposing transfer of control f radio intelligence from the FCC to he War Dept., in defiance of the ecommendations of the Joint Chiefs of Staff.

That the Commission has exceeded ts powers by unlawfully attempting o censor radio programs and by at- empting to investigate persons for ubversive activities.

That a majority of the Commission nder Chairman Fly was completely ominated by him and subservient to is will; that the Commission de- iberately has refrained from seeking rom Congress powers which it ex- rcised but did not possess because of the fear that the grant of such powers would be refused by Congress; that the Commission did not abuse its powers of discretion in approving the sale and transfer of station WMCA . . . and that the charge of alleged duress in the sale . . . is not sustained by any credible evidence.

Award to Edwards

POOR RICHARD CLUB, Philadelphia, on Jan. 17 will make a special award to Ralph Edwards, m.c. of *Truth or Consequences*, sponsored by Procter & Gamble for Duz on NBC, for selling as an individual, the largest total of Series "E" Bonds in the country. Mr. Edwards in touring the country with his program has sold almost $500,000,000 in War Bonds.

Howard Back at ABI

ROYAL V. (Doc) HOWARD, director of engineering for Associated Broadcasters Inc., San Francisco and Pacific Coast radio engineer, who had been granted leave from ABI for assignment to the Army through the Office of Scientific Research & Development, has returned from the ETO. Mr. Howard will be consultant for ABI on special assignment, according to W. I. Dumm, president of Associated Broadcasters, operating KSFO KWID KWIX.

CKLW Windsor-Detroit has appointed Adam J. Young Jr. Inc. as its national sales representative, effective Jan. 1. Station is the MBS Detroit outlet, and operates with 5 kw on 800 kc.

W
I
N
N

LOUISVILLE

YOU CAN TAKE *the* HIGH ROAD

If you dote on the difficult, you can attempt to cover California's great Central Valleys by broadcasting *over* the mountain peaks . . . But we'll keep the low road open for you. The *Beeline* offers complete coverage of 41 primary counties in Central California and Western Nevada — a rich trading area that ranks in population with Los Angeles and exceeds San Francisco in retail sales.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

—THE BEELINE

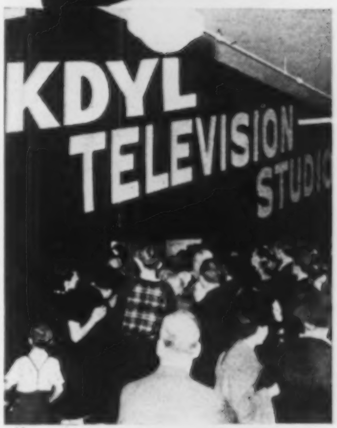
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

McClatchy
Broadcasting
Company
Sacramento, California

GETTING READY FOR TOMORROW



People by the thousands have seen and marveled at KDYL's television demonstrations which offer a foretaste of the wonders of tomorrow's living medium.

The nation's most advanced independent station in this new field, KDYL, has been granted a license by the FCC for experimental television broadcasting—the first station west of the Mississippi to have such a license.

Always a Leader

Throughout the Utah market, KDYL has always been recognized as the station with new ideas—the station of leadership in radio entertainment. Our staff of talented announcers assures advertisers the most effective presentation of their messages.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

XUM

More

FRIENDSHIP
is evidenced
by a
sincere handclasp

More

FRIENDSHIP
with our
listeners
is our biggest
stock in trade.
That is why
you will find
MORE listeners
per dollar
on WHBQ
than on any
other Memphis
station.

Memphis is the ideal location for Industry—with low cost electricity, gas, and water. Abundant labor. Central location.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Lea Probe Demands Law Change

(*Continued from page 13*)

and dislikes and on the two schools of thought within the Commission as to interpretation of the Communications Act. Summarizing its investigation and findings, the Committee reported:

"The Communications Act has not been substantially changed since 1934 and in many respects not since 1927.

Should Reexamine

"The basic need now, from a Congressional standpoint, is for a reexamination of the provisions of the Communications Act with a view to their modification as demonstrated by the needs of the industry and the Commission since the original Acts were enacted. The uncertainties of interpretation, so far as possible consistent with the exercise of the reasonable discretionary power of the Commission, should be removed.

"The rights and duties of the industry should be more clearly defined; likewise the powers, duties and limitations of the Commission should also be considered, and necessary amendments made to conform to good practice and as developed by experience.

"The investigation by this Committee has made it conscious of these conditions. The problems presented, however, are important and worthy of thorough consideration, and are primary matters for the appropriate legislative committee of the House.

"As a practical method of approach to such legislation, this Committee would recommend that representatives of the Commission and a limited number of representatives of the various branches of the industry confer together, with a view of concurring, so far as practicable, in legislative changes that will contribute to the improvement of the present law and its better administration. The Committee hopes and believes, by patient and friendly cooperation and consideration, a substantial number of the difficulties that now exist can be eliminated or greatly minimized."

Urges Law Reappraisal

Considerable space was devoted to the chain broadcasting regulations as well as to the Supreme Court decision, which itself has been one of controversy among legal minds. That decision "would have supported a denial of license to applicants owning newspapers if the existence of a monopoly or restraint of trade in the news was established." Chairman Fly had testified, the Committee recited.

In the light of the Supreme Court decision on the monopoly rules, it might be advisable for the Congress to reappraise the public interest, convenience, and necessity clause of the Communications Act of 1934 and Sec. 326 [anticensorship] of that Act, which section prohibits censorship powers to the Communications Commission," said the report. "Congress might well determine whether or not the 'determination of the composition of that traffic' language of the Supreme Court opinion calls for any strengthening or modification of either of those existing provisions (Secs. 311, 313) of the Act of 1934.

"The Committee also wishes to call to the attention of the Congress the recent action of the House of Representatives in passing a bill to override a decision of the U. S. Supreme Court holding that insurance companies are embraced within the purview of the Federal antitrust statutes. For the Committee feels that the Congress may find a degree of similarity between facts involved in the insurance matter and the subject of this recommendation for study by the Congress."

Cites Newspaper Ruling

On newspaper ownership the Committee pointed out that Chairman Fly stated the Commission's authority over such questions remained unsettled despite dismissal of the proceedings in January 1944 [BROADCASTING, Jan. 17, 1944].

"He declined to answer a direct question as to whether or not the Commission had authority to issue a general regulation proscribing owners of newspapers or persons owning an interest in newspapers from becoming station licensees," the Committee reported. "In response to an inquiry by the chairman of the Select Committee the Commission's chairman claimed that its authority to protect against monopoly stemmed from the language of the Communications Act of 1934 with respect to public interest and as supported by other provisions of the Act, asserting there was a strong antimonopoly policy threading through the Act."

Urging Congress to review the "entire matter of newspaper ownership and the monopoly angle with a view to clarifying present

WJLS
BECKLEY, WEST VIRGINIA
*Expands its market**..
*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).
now at 560 *on the dial*
CBS
CBS NETWORK
Represented by Burn-Smith

GOING PLACES FAST
IN IDAHO

KSEI
POCATELLO · IDAHO

legislation, the Committee asserted: "In the light of known facts as disclosed by this record and from other sources as well, such a vital question should not be left to the undefined responsibility of the Commission under broad, general terms of the public interest, convenience and necessity clause of the Communications Act."

Should newspapers be excluded from owning radio stations, then "such exclusion should be effected pursuant to a clear-cut expression of such a policy by Congress," the Committee contended, adding, "This Committee believes that the mere ownership of a newspaper should not exclude such person from owning and operating a radio station."

Station Sales Studied

Contending that "it is clear when a station is sold at fabulous figures in excess of physical values and the goodwill element, the franchise or right to use the frequency is uppermost in the mind of the purchaser and of the seller," the Committee recommended a review of station sales. It was disclosed that "frequently basic records relative to the financing, ownership and operation of radio stations were intermingled with the records of other business activities of the licensees."

Since the Commission has no authority to require licensees to keep uniform systems of accounts, nor any authority to require them to keep accounts relative to radio separate from other business activities of the licensees, the appropriate Congressional Committee might well consider this situation with a view of giving authority to the Commission to require uniform systems of accounts by licensees so far as proper administration of its duties makes such uniformity necessary, and also, if necessary, to require divorcement of station accounts from other businesses of the licensee, or placing such a responsibility in each case directly on the licensee himself."

WFTL, WMCA Sales

Sales of two stations—WFTL Ft. Lauderdale, Fla., by Ralph A. Horton to the Fort Industry Co., and WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network chairman and former Undersecretary of Commerce —were given wide coverage in the Committee's report. In the WFTL case the Committee found "there was deception and double dealing on the part of persons negotiating in behalf of the purchaser" and that Chairman Fly "wittingly or unwittingly" tended, by advice given, "to serve the purposes of those participating in the deception of the owner".

Consuming 10 printed pages for the WFTL report, the Committee recited details leading to and including the 1943 sale to Fort Industry Co., of which Lt. Comdr. George B. Storer is president and J. Harold Ryan, NAB president, is executive vice-president on leave. "The Commission, including the chairman, was involved in this case with no small measure of responsibility," said the report. It severely criticized Andrew W. Bennett, Washington attorney. The Committee found that Mr. Bennett, while on a retainer from Mr. Horton, represented Fort Industry in the transaction. Mr. Bennett had testified he informed Mr. Horton of the Fort Industry connection.

Noble Absolved

It was a different story in the WMCA sale, however. Mr. Noble, his Washington counsel, Dempsey & Koplovitz; Thomas G. (Tommy the Cork) Corcoran, former White House confidant; the White House itself and the Commission were absolved of any wrong-doing. On the contrary the Committee concluded that Mr. Flamm was not under "pressure, coercion or duress" as he had charged; that Dempsey & Koplovitz had a right, under the Act, to file for any frequency in behalf of a client; that Mr. Flamm's counsel, William Weisman, advised him he did not have to sell and that "Mr. Flamm has, therefore, grossly exaggerated the effect upon himself of the stated intention of Dempsey & Koplivitz to file an application for his frequency into

Wright Bryan Safe

FIRST word from Wright Bryan, war correspondent for WSB Atlanta and NBC, who was wounded and captured by the Germans several months ago, has been received by John MacVane, NBC newsman in London. Mr. Bryan reported that his injured leg is healing and that he is comfortable in a prisoner of war camp. He was taken Sept. 12 with Edward W. Beattie, UP correspondent, while with the U. S. Third Army near Chaumont, France.

Mr. Bryan

"TAP TAP"
Who's There?
OPPORTUNITY INC.

Some smart sponsor tapping the rich Portland Market by means of WGAN

STATION CBS WGAN PORTLAND MAINE

National Sales Representatives: PAUL RAYMER COMPANY

THE AIRWAY TO Volume Sales

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NEW ENGLAND'S
3rd LARGEST
CONCENTRATED
AUDIENCE

5000 WATTS
680 KC

THE VOICE
OF NORTHERN
NEW ENGLAND

LAWRENCE
MASS.

NATIONAL REPRESENTATIVES:
THE KATZ AGENCY, INC.

threats of coercion, pressure, duress and fraud, resulting in such phrases as 'greased from the White House down', etc."

Urges Bigger FCC Staff

Other conclusions of the Committee follow:

The Commission, to handle postwar expansion of all broadcasting, should have: (1) Adequate engineering staff to make technical examinations of applications and to engage in research and keep abreast of all new developments; (2) adequate monitoring staff to insure against unauthorized use of radio and to eliminate interference to authorized radio circuits and (3) adequate personnel to handle applications promptly and procedures designed to permit expeditious discharge of this function.

Gave the Radio Intelligence Division a clean bill, pointing out that "unauthorized operations in the radio spectrum cannot be tolerated. In order to achieve these results there must be an adequate and competent staff for policing the radio spectrum. In peacetime this work should be performed by a civilian agency."

Concurred in recommendations by Charles R. Denny Jr., FCC general counsel, that Congress set up a joint body to review loyalty records of individuals broadcasting in foreign tongues to avoid future quarrels between Government agencies as to jurisdiction, such as those growing out of alleged operations of the now defunct War Problems Division of the FCC and the OWI.

Upheld the Foreign Broadcast Intelligence Service by commenting: "Obviously the United States could not conduct an intelligent program for counteracting enemy propaganda without a reasonably accurate knowledge of that propaganda" and it was "perfectly natural and logical" that the FCC be selected to do the monitoring job.

Found that temporary licenses are necessary in many instances, but the Committee "believes every practical effort should be made to limit the use of temporary licenses, but it recognizes that under a variety of circumstances the issuance of temporary licenses is not only desirable, but necessary."

IRAC Status Questioned

With reference to the Interdepartment Radio Advisory Committee, the House Select group wasn't inclined to disturb the present setup during the war but felt that before the President delegates powers to an independent agency to allocate Government frequencies, "the whole problem should be considered by Congress". IRAC at present is a Government advisory group and a part of the Board of War Communications.

The Committee passed off the fight between Chairman Fly and J. Edgar Hoover, FBI chief, over fingerprints of ship operators which were delivered to the FBI six months after Pearl Harbor, following more than a year of correspondence between Attorney General Biddle and Mr. Fly, with this comment: "The Select Committee believes that both the Commission and the FBI should have cooperated more promptly instead of engaging in a time-consuming jurisdictional dispute."

Certain draft deferments within the Commission were questioned but the Committee believes that "any abuses" which might have existed have been "substantially corrected long before the date of this report".

The majority report was signed by Chairman Lea, Reps. Edward J. Hart (D-N. J.) and J. Percy Pries (D-Tenn.). Rep. Miller signed i also but with this reservation: "I approve the report insofar as it is not inconsistent with the separate conclusions stated by me in the additional views presented herewith."

Harried Staff Factors

Fraught with dissension both from within its ranks and without almost since the day of its inception, the Select Committee has had two chairmen, three general counsels, a Committee replacement and huge staff turnover.

Created by resolution (H-Res. 21) introduced by Rep. E. E. Co (D-Ga.), the Committee was authorized Jan. 19, 1943, to "conduc a study and investigation of the organization, personnel and activities of the FCC, with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been and is, acting in accordance with the law and the public interest."

Rep. Cox was appointed chairman and Reps. Hart, Warren G. Magnuson (D-Wash.), Wigglesworth and Miller completed the Committee. Chairman Cox named Eugen L. Garey of the New York law firm of Garey, Desvernine & Garey, a general counsel. Establishing headquarters in Washington, Mr. Gare immediately assembled a large sta of attorneys, investigators a clerks and went to work.

At the outset Commission personnel tangled with Chairman Co and the Committee staff. Then came charges and counter-charges topped with the Commission's allegation that Rep. Cox accepted $2,500 fee for representing WAL Albany, Ga., while a Member Congress. Judge Cox retorted th he immediately endorsed the chec to a local charity, that it was se to him without his knowledge solicitation and that Chairman F needed investigating.

Aided by the *Washington Po* which editorially assailed the Committee chairman and general coun sel, a campaign to oust Rep. C

Haase Manages WDRC; Olson New Program Hea

Mr. Haase

WALTER B. HAASE, program of WDRC Hartford since 1930, has been named manager of the station, according to Franklin M. Doolittle, WDRC president. Mr. Haase is a veteran of 20 years service with the station, having held most positions at WDRC.

Mr. Doolittle also announced promotion of Harvey Olson, chief announcer to become program manager, succeeding Mr. Haase. Mr. Olson joined WDRC in 1935 and became chief announcer in 1942. He is an instructor in radio speech at Hillyer Junior College, Hartford.

"Everything's Going our Way!"

Now—more than ever, Alabama listeners like WSGN. The last Hooper-ratings compared to those of a year ago show these gains:

Morning UP 20.2%
Afternoon UP 66.1%
Night UP 22.7%

With gains like that, a morning audience equal to its two nearest competitors, and the State's best coverage, WSGN is surely Alabama's Best BUY Far!

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NEWS-AGE-HERALD STATION
BIRMINGHAM

Represented Nationally by Headley-Reed

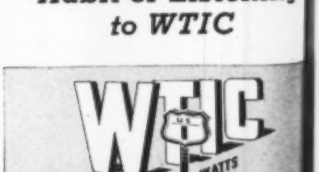
WING

Basic Blue
WING
is
DAYTON'S
No. 1
Choice of
Merchants
Using Radio

Dayton, Ohio

WEED & CO National Representatives

In Southern New Eng land People are in th Habit of Listening to WTIC



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AMERICA'S NO. 1 MARKE

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San Francisco and Hollywood

reached a climax when Commissioner Clifford J. Durr released for publication a letter he had addressed to Speaker Rayburn (D-Tex.), demanding Judge Cox's removal.

President Intercedes

Meanwhile the wartime executive powers of the President were brought into play. Charges that the Army and Navy wanted the RID transferred to the military could never be substantiated. High-ranking Army and Navy officials were precluded from testifying by executive order. The Committee sought executive permission to investigate income tax returns. That was denied by the "no-action" routine, but approved last fall.

In late September 1943 Rep. Cox, in a dramatic speech on the floor, resigned. Speaker Rayburn immediately appointed Rep. Lea chairman. The veteran Californian for 14 terms has been the unanimous choice of both Democrats and Republicans in his District. Cries of "whitewash" were heard. Chairman Lea vigorously denied them.

Chairman Fly offered his "cooperation" to the Committee, contingent upon Mr. Garey's resignation. But Mr. Garey didn't resign, although Chairman Lea and Rep. Magnuson felt a new staff would help to bring about harmony. Reps. Hart, Miller and Wigglesworth refused to join in the resignation demand.

In February 1944 the Committee opened the WMCA case. After two days, in which Mr. Flamm poured out a story of "duress" and "coercion", the Committee majority voted to suspend hearings pending litigation in the New York County Supreme Court. Reps. Miller and Wigglesworth issued a stinging minority protest, took the fight to the floor and Mr. Garey and his staff resigned, charging the action had become a "sheer whitewashing affair".

Harry S. Barger, chief investigator and veteran Washington lawyer, was named acting general counsel. He conducted hearings for some time. In April 1944 John J. Sirica, prominent Washington attorney, was appointed general counsel. Harmony marked Committee sessions.

In August Mr. Barger resigned to join the Republican National Committee and Robert B. Barker was named chief investigator.

The WMCA hearings were reopened in December. Rep. Magnuson, who had vigorously opposed open sessions, wired his resignation to Speaker Rayburn and Rep. Priest was named his successor. After three days of open hearings the Committee voted, 3-2, Chairman Lea and Rep. Wigglesworth dissenting, to go underground.

Mr. Sirica resigned in an ad-lib statement in the hearing chamber, charging "whitewash". Mr. Barker was immediately appointed general counsel and hearings continued behind closed doors. Only one more open session was held—that into the sales of WLWL and WOV New York to Arde Bulova. No mention of that phase was made in the majority report.

Varied Reaction Is Expressed To Report of Lea Committee

REACTION to the report of the House Select Committee to Investigate the FCC was varied, President J. Harold Ryan of the NAB expressing gratification with the Committee's findings, while some saw in the conclusions a "whitewash".

There was no comment from the Commission, although unofficially it was learned that the FCC as a whole was pleased, particularly in view of the Committee's concurrence in recommendations proposed by Commissioners and FCC personnel during the Seleet Committee hearings. Following are the comments:

Mr. Ryan—The NAB is very pleased with the suggestion contained in the report of the Lea Committee with regard to radio legislation. As the report points out, the structure of the present legislation dates back to 1927 with amendments passed in 1934. The art of broadcasting has progressed tremendously since 1934 and we thoroughly agree with the report that there is a need for legislative clarification. The NAB is at all times prepared to discuss such proposals with the FCC and to cooperate to the fullest extent in the public interest.

James Lawrence Fly, former FCC chairman (referring to findings that Mr. Fly helped "put the heat" on Ralph A. Horton to sell WFTL Ft. Lauderdale to Fort Industry Co.)—The testimony directly contradicts that statement. The evidence of all the witnesses is clear that an agreement was made and a price fixed before I had any conversation with the seller on a purely collateral matter. (Mr. Fly declined comment on the overall report.)

Eugee L. Garey, former Committee general counsel—At the time I resigned as general counsel of the Committee, in making public my reasons therefore, I stated that neither I nor my associates could be a party to a whitewash. It then appeared to me that the investigation had become a sheer whitewashing affair, wholly responsible to political pressures. The Committee, by its report, has now fulfilled the prophecy I then made and justified my resignation. The whitewash is now complete and the Congress, as I foresaw, has been dishonored.

John J. Sirica, Mr. Garey's successor who also resigned charging "whitewash"—I have not read the report and am not in position to comment.

Sen. Warren G. Magnuson (D-Wash.), former Committee member—It was a good report, and one borne out by the evidence presented to the Committee. Congressman Miller submitted some splendid recommendations, although I cannot agree with parts of his minority report. It appeared to me that the greatest difficulty between radio and the Commission has been due to misunderstandings, some doubtlessly created through broad interprehations of the present radio Act.

Edward J. Noble, chairman, Blue Network—The complete refutation by the House Select Committee to Investigate the FCC of the charges made against me in connection with my purchase of Station WMCA in 1940 is naturally most gratifying to me. There was never one iota of truth in these charges. I am happy that the matter has been fully investigated by a Congressional Committee and that the public may now know that the charges were wholly without foundation.

Handelman & Ives, attorneys for Donald Flamm—Well knowing that the Lea Committee investigating the FCC would utilize its position for the vindication of its political friends, such as Corcoran and Noble, we were reluctant to have it delve into the WMCA matter. When the character of its investigation became an open farce and secret sessions were resorted to, so that the public could not hear the evidence and so that portions of the evidence unfavorable to Corcoran and Noble could be deleted from the record, we made strenuous objection to the continuation of the so-called investigation. It is now very apparent that our objections were well-founded. Once again a Congressional committee has ignored the public interest and wasted $120,000 of the taxpayers' money. Its whitewash of its political friends Corcoran and Noble is a farce, the extent of which will be clearly demonstrated before a jury in the New York Supreme Court this coming spring when the case of Flamm vs Noble comes to trial. [Note—The Committee spent $105,000, not $120,000.]

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Hon. Herb Akerberg
CBS N.Y.C.

Dear Herb:

Here I am breaking a New Year's resolution already . . . promised myself I wouldn't brag on our folks down here so much, but I've got to tell you this; . . . One announcement on the WCHS Old Farm Hour program sold 987 picture frames at $3.95 each for Levin Brothers, a local department store. How's that for tellin' them and sellin' them?

Yrs.,
Algy

WCHS
Charleston, W. Va.

KOCY
they go together
OKLAHOMA CITY
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BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 30 TO JANUARY 5 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

DECEMBER 30

KTHT Houston, Tex.—Granted assgn. license from Texas Star Broadcasting Co., to Roy Hofheinz and W. N. Hooper d/b Texas Star Broadcasting Co.

JANUARY 2

1230 kc WMPC Lapeer, Mich.—Granted mod. license change specified hours of operation by adding 9-10 a.m. daily except Sunday.

1240 kc KFJI Klammath Falls, Ore.—Granted transfer control from George Kincaid and Rachel J. Kincaid to Willard D. Miller for $115,000 for 100 sh (100%).

1360 kc WKAT Miami Beach, Fla—Designated for hearing application for CP change frequency from 1360 kc to 820 kc, increase 1 kw to 50 kw, install new trans. and DA-N and change trans. site. Designated to determine conformity with Sec. 3.25 (a).

1320 kc KXYZ Houston, Tex.—Granted license renewal for main and aux. trans. for period ending 11-1-45.

1390 kc KCRC Enid, Okla.—Granted license renewal for period ending 11-1-47.

ACTIONS BY ADM. BOARD

JANUARY 1

Louis G. Baltimore, Wilkes-Barre, Pa.—Placed in pending file application for new FM station.

Josh L. Horne, Rocky Mount, S. C.—Same.

Orville W. Lyerla, Herrin, Ill.—Same.

The Patriot Co., Harrisburg, Pa.—Same.

Times-World Corp., Roanoke, Va.—Same.

ACTIONS ON MOTIONS

JANUARY 3

Mississippi Broadcasting Co., Macon, Miss.—Deferred action on amended motion for leave to amend application for new station and removed from hearing docket.

WARC Inc., Rochester, N. Y.—Granted motion for extension time from 1-4-45 to 1-19-45 within which to file proposed findings of fact and conclusions re application for CP.

It's a Habit in Baltimore

WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives

Tentative Calendar . . .

JANUARY 8

WNLC New London, Conn.—CP cha 1490 kc to 1240 kc, 250 w unlimit Other parties: WOCB Hyannis, Ma WGBB Freeport, S. Y.

Consolidated Hearing

Magic City Broadcasting Co., Birmin ham, Ala.—CP 1490 kc 250 w unlmit

Patterson Broadcasting Service, B mingham, Ala.—CP 1490 kc 250 w unli ited.

Thomas N. Beach, Birmingham, Ala. CP 1490 kc 250 w unlimited.

Courier Broadcasting Service, Birmi ham, Ala.—CP 1260 kc 250 w unlimit

Other participants: KGBX Springfi Mo.; WFBM Indianapolis.

JANUARY 12

Newark Broadcasting Corp., New N. J.—CP 620 kc 5 kw unlimited DA-D

WENY Rochester, N. Y.—Same.

Rochester Broadcasting Corp., Rochest N. Y.—Same.

The Finger Lakes Broadcasting Syste Geneva, N. Y.—Same.

Seneca Broadcasting Corp., Roches N. Y.—Same.

WGBF Evansville, Ind.—Granted petiti for continuance hearing on applicati for license renewal now set 1-10-45 a continued same to 2-5-45.

WBAX Wilkes-Barre, Pa.—Granted pe tion for order to take depositions, pla of taking to be determined, re applic tion for license renewal.

WORL Boston—Granted petition for e tension of time to file proposed findings application for license renewal and e tended same 1-13-45.

Reed D. Smith, Charleston, W. Va. Granted request for dismissal of appli tion for CP 1400 kc 250 w.

Chatham Broadcasting Co., Savannah, G—Granted petition for leave to amend plication for CP.

Applications . . .

JANUARY 2

NEW-Harvey Radio Labs., Cambri Mass.—CP new developmental station, w, A4 AO and special emission.

NEW-47,100 kc WGR-WKBW Buffal CP new FM station, 2,430 sq. mi., $33 estimated cost.

NEW-1490 kc Mobile Broadcasting C Mobile, Ala.—CP new standard sta 250 w unlimited.

NEW-1420 kc Radio Station WK Thomaston, Ga.—CP new standard sta 250 w unlimited.

NEW-910 kc Howard W. Davis, McAl Tex.—CP new standard station 1 unlimited DA-N.

1230 kc KTHT Houston, Tex.—W assgn. license from Texas Star Broadc ing Co., to Roy M. Hofheinz and W. Hooper d/b Texas Star Broadcasting

1270 kc WHBF Rock Island, Ill.— cense to cover CP authorizing installa new aux. trans.

NEW-Channel 7 KOWH Omaha— new commercial television station.

1490 kc KRNR Roseburg, Ore.—Lic to cover CP authorizing move trans. studio.

(*Continued on page 65*)

50 WA
DIAL 1050
50,00 WATTS
DIAL 105
50,000 W
DIAL 1050
50,000 WA
DIAL—1050
50,000 WAT
DIAL—1050
50,000 WATTS
DIAL—
SPORTS
MUSIC
NEWS
WH

1880 Ruth Hanna Simms 1944

UTH HANNA SIMMS, 64, president of Rockford Broadcasters Inc. and owner of WROK Rockford, Ill., died Dec. 31 at Billings Hospital, Chicago, as a result of a pancreatic ailment. Daughter of Mark Hanna, Ohio's famed President maker, Mrs. Simms was a national political figure as a liberal Republican, serving as secretary to her famous father in the early days of her career. Mrs. Simms' first husband was the late Sen. Medill McCormick of Illinois.

Mrs. Simms was first chairman of the GOP Women's National Committee. During her long career in radio, politics, business, agriculture and civic affairs Mrs. Simms managed to devote much time to operation of her 242,000-acre Trinchera Ranch, near Ft. Garland, Colo. In 1928 she was elected Congresswoman-at-large from Illinois. As Republican National Committeewoman from New Mexico, Mrs. Simms was active in the support of Gov. Dewey for Republican Presidential nominee.

Entering the Rockford newspaper field in 1928, Mrs. Simms obtained full ownership of WROK in 1940, two years after the station became affiliated with the papers.

Survivors include Albert G. Simms, her husband, a banker, lawyer, and former Congressman from New Mexico, and two daughters, Mrs. Peter Miller and Mrs. Courtlandt D. Barnes. Funeral services were held Jan. 4 at Albuquerque, N. M.

FCC Applications

(Continued From Page 64)

JANUARY 3

1200 kc WFCI Pawtucket, R. I.—CP hange 1420 kc to 1200 kc, increase 1 kw o 50 kw, install new trans., make hanges DA-DN, change trans. site.

NEW-45,100 kc WLIB New York—CP ew FM station, 8,430 sq. mi., $68,860 stimated cost.

1400 kc WEOA Evansville, Ind.—Vol. ssgn. license from Evansville on the ir Inc. to Loma Inc.

560 kc KPQ Wenatchee, Wash.—License o cover CP authorizing change assignent.

JANUARY 5

1420 kc KTUL Tulsa, Okla.—Involuntary ransfer of control from J. T. Griffin, deeased, to John Toole Griffin and Marjorie riffin Leake, executors under will of J. T. riffin.

1520 kc KOMA Oklahoma City—Same.

NEW-47,700 kc WJJD Chicago—CP new evelopmental station, 3 kw, special emison for FM.

NEW-47,700 kc KOIL Omaha—CP new M station, 24,000 sq. mi., $173,000 estiated cost.

NEW-49,100 kc News-Examiner Co., Conersville, Ind.—CP new FM station, 3,200 . mi., $26,130 estimated cost.

JANUARY 5

NEW-44,300 kc Greenville News-Piedmont ., Greenville, S. C.—CP new FM station .100 kc, 23,687 sq. mi., amended to reest 44,300 kc.

NEW-590 kc Nevada Radio & Television ., Reno, Nev.—CP new standard station kw unlimited DA-N.

Browder J. Thompson Of RCA Dies in Crash

BROWDER JULIAN THOMPSON, 40, associate research director of RCA Laboratories, Princeton, N. J., on leave to serve as expert consultant in the office of the Secretary of War, was killed in action the night of July 4-5, 1944, during a flight in an Army plane in the Mediterranean theatre while on a special mission. Mr. Thompson at RCA headed research work on television tubes and tubes for generating power, and was credited with advances in screen-grid tubes and power pentodes.

Many Radiomen In Pacific Theatre

Col. Dyke on Month Leave Tells of Jungle Station

"RADIOMEN seem to come right out of the woods the minute word gets around that a radio station is starting, no matter how remote the Pacific island," Col. Ken Dyke told BROADCASTING last week just after his return from the Philippines.

Col. Dyke, promoted to that rank on Dec. 22 before he left Leyete, is a former NBC advertising and promotion director. He also has been advertising director of Colgate-Palmolive-Peet Co., and before he was commissioned, was OWI Director of Bureau Campaigns.

After 16 months in the Pacific Area as commanding officer of the Information and Education Division, U. S. Armed Forces in the Far East, Col. Dyke is back in the States on temporary duty. He plans to return to the Philippines and supervise operation of the latest Armed Forces Radio Service station, scheduled to go on the air within the month. Capt. Harmon O. Nelson, formerly with Young & Rubicam, is to be officer in charge of the station, according to Col. Dyke.

"I left the Philippines," he said, "the night before Christmas, and all through the house the Nips were dropping bombs. In spite of the war, though, we did manage to have a real radio get-together at Tacloban with Abe Schechter and Art Feldman. The three of us were together at NBC before the war."

Maj. A. A. Schechter, former NBC news and special director, is now in charge of public relations and radio work in the Philippines. Arthur Feldman is there as a Blue war correspondent.

"There are a great number of radiomen in the Pacific," Col. Dyke remarked. "Practically all of the men at the AFRS stations are ex-industry men. My radio officer for the area is Maj. Ted Sherdeman, who was with NBC and CBS, and station managers, engineers, announcers are radiomen from all over the country.

Col. Dyke said that though there had been a problem of getting receivers to the troops, the Signal Corps had recently developed an all-wave receiver that works on AC or DC currents or on battery.

Under his jurisdiction are 12 AFRS stations of the Jungle Network—soon to be joined by the Philippine station. His section supplies a weekly news map to the troops, supplemented by a "map talk" pamphlet, posters, and news feature service operated like a syndicate for over 100 camp newspapers in the Southwest Pacific Area. The field section of the U. S. Armed Forces Institute which gives correspondence courses, comes under his direction. In addition, he supervises the SWPA edition of *Yank*.

NBC AFFILIATED STATION
RICHMOND, VA.
W ORLD'S / IDER M EMORABLE / ARKET B ATTLE / ETTER G ROUNDS / UARANTEE
5000 WATTS

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.
28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta
San Francisco

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

Government May Back WLB Order

Byrnes, Ball Ask Right To Compel Petrillo Compliance

STRONG PROSPECTS that the Government will be given power to enforce the decisions of the War Labor Board developed last week as an outgrowth of the seizure of Montgomery Ward stores following defiance of a Board directive by Sewell Avery, board chairman of Ward. War Mobilization Director James F. Byrnes and Sen. Joseph Ball (R-Minn.) both cited the refusal by James C. Petrillo, AFM president, to obey the WLB in the recording case in calling for legislation which "will treat Petrillos and Averys alike".

In his first report to the President and Congress on the operations of the Office of War Mobilization and Reconversion, Director Byrnes recommended that the authority of the WLB "be strengthened to enable it to enforce its decisions without resort to seizure". Last October when the President had requested Mr. Petrillo to accept the directive of the WLB in the recording case, he had stated that neither the Board nor the Director of Economic Stabilization recommended Government possession since it could not be found that noncompliance "unduly impedes the war effort".

Agrees 'in Substance'

At his press conference Tuesday, President Roosevelt said he agreed in substance with the recommendations of the Byrnes report but he made no specific mention of the proposal to enforce WLB orders. It could not be learned whether the President would urge such legislation in his "state of the union" message which was to be sent to the new (79th) Congress Saturday.

Sen. Ball, who endorsed the Administration action in the Ward seizure, advocated legislation to require Mr. Petrillo as well as Mr. Avery to submit to WLB decisions. In a statement issued shortly before the convening of Congress, Sen. Ball referred to Petrillo's defiance of the WLB in both the recording case and the KSTP dispute, in which a strike of musicians at the Minneapolis studios of the station is now in its eighth month.

"Defiance of the WLB by Petrillo threatens employer-worker and public confidence in WLB machinery just as effectively as does that of Montgomery Ward", Sen. Ball asserted. "I believe the Government has an obligation to act in both cases.

Defense by Davis

Chairman Davis, at a news conference, defended the WLB action in the recording dispute and said the two cases were not alike. When the Board took jurisdiction in the Petrillo case, he said, there was testimony that the ban on recordings and transcriptions threatened to interfere with the war effort because small radio stations were dependent upon the transcriptions for a large part of their revenue and continued operation of the stations was a necessary part of the war at that time, particularly as a part of the civilian air raid warning network.

"However," he continued, "when the case was sent to the Economic Stabilization Director, after the Board had failed to get compliance, all but one of the transcription companies in the case and one the three large record compani (Decca) had signed contracts untarily with the union and we operating. This particular thr to the war effort had been remov

"The strike in the Montgom Ward case had epidemic possi ities. . . . In the Petrillo case th were no such contagious possi ities. . . . There were no picket li no riots, no moves toward sympa strikes or other actions by ot unions."

Mr. Avery took issue with Cha man Davis' explanation of the G ernment's failure to force com ance in the recording case. "Un the War Labor Disputes Act," declared, "the WLB found, in is ing its order against Mr. Petril union, that the union's strike wo 'lead to substantial interfere with the war effort'."

"Mr. Petrillo's defiance of WLB was not challenged by Pr idential action," he pointed out.

Meanwhile, Sen. Vandenbe (R-Mich.) planned to reintrod his bill to prevent Mr. Petrillo fr interfering with the broadcast noncommercial cultural and e cational programs by educatio institutions. Such a bill (S-19 had passed the Senate in the c ing days of the last Congress failed to reach the House bef adjournment [BROADCASTING, D 4, 18].

Tape Firm's Debut

INDUSTRIAL TAPE Corp., N Brunswick, N. J., through Ken & Eckhardt, New York, will be its first nationwide radio campa starting Feb. 15. Participat women's programs will be thrice-weekly for 26 weeks on stations throughout the cou and one-minute spot announceme will be used 10 times weekly four stations. New stations wi added from time to time. Accord to George Chisholm, advertis manager, radio was selected as main medium because of its abi to capture the quickest and widespread consumer action.

FRANKIE CARLE
records for
LANG-WORTH

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
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1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Accurate Concise Dramatic
LYN and PEL
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

10,000 WATTS · DAY &
We're Selling POWER That's Got SELLING POWE
NEWS
SPORT
MUSI
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
WIBG

To Discharged Veterans . . .

If you have good radio experience, either in the program or sales fields, we want full particulars both as to your military and civilian activities.

A well-known network station in Eastern city can use a few men with ambition to get ahead. Good earnings.

Box 48, Broadcasting

An Excellent Opportunity For

ANNOUNCER

We are a NBC affiliated station located in the southeast and want a man who is interested in a permanent position with opportunity to grow in responsibility and earnings on merit. Our plans for post-war expansion are in the making and offer you the chance to grow with us.

Box 70, Broadcasting

SALESMAN

WCPO

Cincinnati's News Station

Has an opening for progressive, local salesman. Salary and commission. Send full details, attention sales department.

WANTED

ONE RCA 10DX CONVERSION UNIT

BOX 79, BROADCASTING

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 991, BROADCASTING.

Radio station in middle west has opening for radio engineer. Must have either first, second or third class license. Write full qualifications and we will pay expenses for interview. Box 27, BROADCASTING.

Radio station in middlewest has opening for sales manager. Person may now be active in radio station sales' department but is looking for opportunity to expand. Must be qualified to completely supervise and sell local and national spot and network advertising. Fullest cooperation assured and expenses paid for interview. Please write full particulars and give as much detail as possible. Box 28, BROADCASTING.

Southern California station wants an experienced announcer for all night record show. Must be an air personality, not just a disc jocky. Must prove successful night owl operation in former jobs. Box 53, BROADCASTING.

Announcer—All around work. Sober, substantial, intelligent. Northeast network local. Complete details first letter. Box 65, BROADCASTING.

Transmitter operator—Upstate New York regional station. First class license only. Permanent position. Send all qualifications. Box 69, BROADCASTING.

Southern station, 250 watt, has good position for 1st class engineer, also opening for beginner with 1st license. Immediate openings. Box 73, BROADCASTING.

Operator-announcer with first class license for Alaska station. Edwin A. Kraft, 708 American Bldg., Seattle, Washington.

Wanted at KPFA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can write commercial copy, handle sport shows and newscasts. Also, one straight announcer who can write copy. State experiences, references. Restricted permit not necessary, but bring additional salary.

Immediate position available for combination man holding first class license telephone. Telegraph collect staton KFJI, Klamath Fall, Oregon.

Wanted—Experienced transmitter operator with first class license. Permanent position. KGLO, Mason City, Iowa.

Wanted immediately, radio operator, first, second or third class. First class preferred. Wire collect, WBIR, Knoxville, Tenn.

Copywriter—If you are a good radio copywriter, particularly with retail experience and want a permanent position with a well established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

Situations Wanted

Experienced transmitter-studio technician. Midwest desired. Permanent. Box 981, BROADCASTING.

Available. Third class operator and announcer. 25 years old. Draft exempt. Satisfactory service record. Experienced. Box 994, BROADCASTING.

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Experienced announcer, newsman, production, controls, ideas and looks. Single, 33, 4F, college graduate executive ability. Wants better connection. Agency or television. Details first letter. Box 60, BROADCASTING.

Radio engineer, about 12 years experience in broadcasting, telephony, design & construction, and FCC practices. Would like to make a connection in any of these fields. Box 62, BROADCASTING.

Station manager—Metropolitan major network station interested in making change. Family man, 38 years of age. Successful and profitable operations experience. All correspondence treated confidential. Box 63, BROADCASTING.

Announcer—Experienced, news, commercials, record shows. Acquainted with all phases of broadcasting. Dependable and reliable, draft exempt. Box 64, BROADCASTING.

Wanted to Buy

Wanted to buy—250 or 1000 watt broadcasting setup. Studio, transmitter, tower, etc., and all accessories. Give full details, description. Box 57, BROADCASTING.

Speech input, high fidelity, eight channels. Frequency monitor, turntables, six microphones, portable speech input, six amplifiers. Give make, model or specifications, conditions, location, delivery dates, price for each. Box 61 BROADCASTING.

Wanted—Modulation and frequency monitors, RCA, Gates or Western Electric console for 250 watt station. Box 68, BROADCASTING.

Complete equipment for 250 watt installation, including tower of 150′ or more. Cash available immediately. Write giving particulars. Radio Station WLAG, LaGrange, Georgia.

Wanted—Western Electric or RCA Cardioid microphone. Station WERC, Erie, Penna.

For Sale

For sale—250 watt transmitter, FCC filing data, also frequency monitor. $3,000. Write Box 32, BROADCASTING.

Transmitter—250 watt complete transmitter with one set of tubes and some spares. FCC approved. Box 59, BROADCASTING.

Most complete ham transmitter in south. Can be easily converted to 250 watts. Tube compliment, 2 Taylor TW-150's, 2 RK-49's, 2 55's, 2 45's, 2 204Z Taylors, 2 5Z3's 4 866 Taylors, 1 T55, 2 57's, 2 2A3's, 1 80 and 1 6L6. Price $600.00. Write Box 72, BROADCASTING.

250 watt composite standard transmitter, capable of FCC approval. Price $2800. Mr. Myles H. Johns, 231 W. Wisconsin Ave., Suite 1400, Milwaukee 3, Wisconsin.

100 watt composite transmitter. Could be rebuilt for 250 watt use. Capable of FCC approval. Price $2500. Fine condition. Mr. Myles H. Johns, 231 W. Wisconsin Ave., Suite 1400, Milwaukee 3, Wisconsin.

Miscellaneous

Will furnish equipment for radio station for interest. Box 26, BROADCASTING.

ELECTRONICS ENGINEERS WANTED

●

Two excellent positions are available for graduate engineers or physicists with a good fundamental knowledge of radio and having some transmitter type equipment experience. The work will consist of field installation of high frequency heating equipment and complete follow - through servicing. Operating conditions will have to be established for the customer and maintained through repairs, adjustments or new applications. Positions are permanent and offer fine postwar possibilities for development.

THE GIRDLER CORPORATION
Thermex Division
223 E. Broadway
Louisville 1, Kentucky
Attn: Personnel Department

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

Next

DAY and EVENING COURSES

FEBRUARY 5

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Newscasting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

VETERANS: accepted if qualified under G. I. Bill of Rights.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

SALESMEN—

OPPORTUNITIES UNLIMITED ! !

An aggressive New York local station wants 2 local salesmen—the only requirement is complete knowledge of the New York—New Jersey market—

The money is here along with complete sales help and really saleable shows.

Write — Wire

Box 80, Broadcasting

Better Church Programs Goal Of Radio Religious Workshop

Score of Ministers Attend First Session in N. Y.; Aim to Set Standards for Future Broadcasts

RADIO's FIRST religious workshop got under way yesterday morning (Jan. 7) in New York, when a score of ministers and religious educators from the eastern states attended the broadcast of the *Columbia Church of the Air* as the first session of a course of radio training that will continue through Saturday afternoon, with a panel of 22 experienced radio and church executives as instructors.

Workshop, goal of which is to acquaint church leaders with professional standards for religious use of broadcasting, is the first major undertaking of the recently announced joint radio committee of the Congregational Christian Churches, the Methodist Church and the Presbyterian Church U. S. A. It is conducted by Everett C. Parker, radio director of the committee, and Elinor Inman, CBS director of religious programs. Later in the year similar week-long workshops will be held in Chicago, Hollywood and another city as yet unnamed. Plan is to repeat the workshops annually in each city.

Seek Improvement

To carry on its experiments toward the improvement of religious broadcasting until it can successfully compete with any other type of radio fare, the committee plans to file applications for several FM stations as soon as the FCC has determined the frequencies to be allocated to FM. Several cities have already been selected as logical locations for these stations, Rev. Parker told BROADCASTING, stating that although they will be church owned and operated they will not devote themselves exclusively to religion, but will carry a balanced program schedule. Operating policy has not been decided as yet, he said, but they probably will not sell time to advertisers.

Another committee project, which is already under way, is the production of several series of transcribed programs which will be made available without charge to local church councils which already have sustaining radio time allotted to them. Stressing the fact that the committee is not encouraging church groups to ask for more air time, but rather to make the most effective use of the time they now have, Rev. Parker said that these transcriptions, which are written, produced and performed with top professional talent, should serve as models for better live religious programs as well as comprise good program material of themselves. First of these series, now being recorded at NBC, is a dramatization of the Bible, using the biblical text as the basis for the scripts.

Another phase of the committee's educational program calls for a series of one and two-day seminars to be held in cities throughout the country to explain to ministers, directors of religious education and key laymen how to utilize both religious and other educational programs on the air to build religious thinking and church attendance.

Highlights of this week's workshop will be the Thursday luncheon meeting to be addressed by Dr. James Rowland Angell, NBC public service counsellor, and the Monday dinner at which Dr. Lyman Bryson, CBS director of education, will speak. Classes will be conducted at CBS, NBC and WHOM studios and at the Gramercy Park Hotel. Studio tours, visits to broadcasts and a television demonstration are also scheduled.

Others who will address the workshop include:

Dr. Samuel McCrae Cavert, general secretary, Federal Council of Churches of Christ in America; Sterling Couch, educational director, WDRC Hartford; Dr. Truman Douglass, executive vice-president, Board of Home Missions, Congregational Christian Churches; Davis Edwards, professor of speech, Federated Divinity Faculties of University of Chicago; Sterling Fisher, NBC assistant public service counsellor; Rev. James Flint, formerly responsible for religious programs, WHA Madison; Frank Goodman, director of radio, Federal Council of Church of Christ in America; Ed Greif, feature editor, NBC press department; Dwight Herrick, manager, NBC public service department; Robert Landry, CBS director of program writing; Lt. Hazel Kenyon Markel, director of radio for WAVES and Navy Chaplain Corps; Julius Mattfeld, CBS director of music library; John McKay, King Features Syndicate director of advertising and promotion, formerly manager of NBC press department; Dr. Ralph Sockman, national radio pulpit officiating minister; Dr. Ross Snyder, professor of religious education, Federated Divinity Faculties of U. of Chicago; Dr. Ralph Stoody, Methodist Church director of Information; Florence Warner, Cowles Broadcasting Stations, director of public service, and Wynn Wright, NBC national production manager.

Named by Blue

JAMES G. BENNETT, formerly of Blue spot sales, has been appointed merchandising manager of the network. Robert Sewell, of the Blue promotion staff, has been made manager of exploitation. Promotions were announced by Fred Smith, Blue director of advertising and promotion, who also announced the resignation of Jesse Thompson as director of promotion of the cooperative program department.

BLUE SALES NAMES MACHARRIE, CAPPER

TRANSFER of Stuart MacHarrie and Guy Capper from the WJZ New York local sales staff to Blue spot sales, which will henceforth handle both national and local business for WJZ under the direction of Robert I. Garver, WJZ sales manager, was announced last week jointly by John McNeil, station manager, and Murray Grabhorn, assistant general sales manager of the Blue and supervisor of Blue spot sales operations.

A separate WJZ sales staff will be organized under Mr. Garver's supervision to concentrate on special sales for the station sales of a particular program or for a particular account, which cannot conveniently be handled by the spot sales staff which services all accounts of WJZ and the other Blue O and O stations. Jack Soell, formerly with KXOK St. Louis, and two other salesmen still to be announced will comprise this new special WJZ sales staff.

Jack Brooke, recently discharged from the Coast Guard, has returned as New York manager of Blue spot sales, serving under Ralph Dennis, national manager.

Pekor Aids Crandall

CHARLES F. PEKOR Jr., who joined the CBS department of press information a year ago after seven years with NBC's press department and has since traveled the country visiting more than 100 CBS station cities, has been appointed assistant to the director of the department, George Crandall. Before entering radio Mr. Pekor worked for the *New York Sun*.

Drawn for BROADCASTING by Sid Hix

Hauser To Hea New MBS Sectio

Plan Co-Op Series Expansio Merchandising Service

CREATION of a separate depa ment of cooperative programs a appointment of B. J. Hauser, f mer sales promotion manager the Blue, as director, w announced la week by Phili Carlin, progr director of MB Mr. Hauser, w was recent placed in char of audience p motion at the Blue after se ing as sales pr motion manager since the Blu separation from NBC in Janua 1942, will join Mutual Jan. 15. is the fourth Blue executive to mo to MBS in recent months.

Mr. Hauser

Merchandising Service

Mutual, which pioneered in t field of cooperative programs, c rently carries more of this type show than any other network a plans further expansion under M Hauser's direction. The new d partment also will offer stations complete merchandising service aid them in selling the programs local sponsors and to aid spons in merchandising the programs the public.

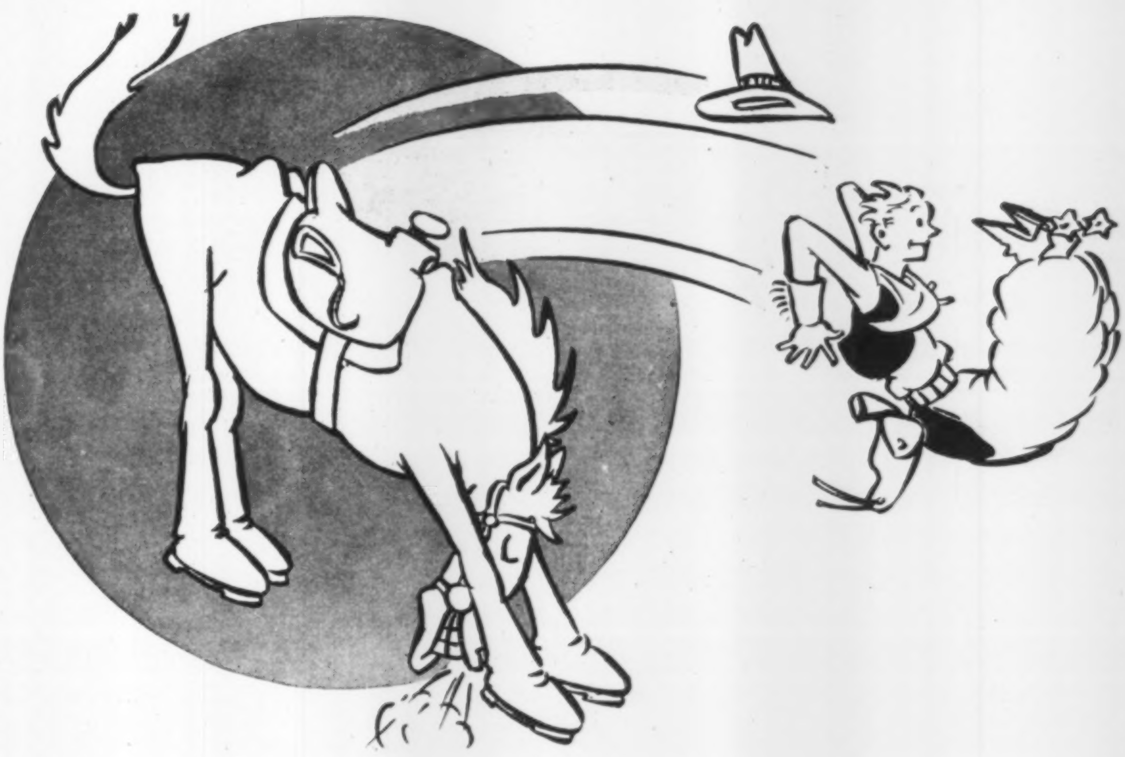
A Dartmouth graduate, M Hauser was associated with Am ican Thermowar Co. and Robert Ramsay organization in sales p motion capacities and wrote a ticles for advertising publicati before joining NBC in 1931. W NBC he worked in program pro tion and merchandising, sub quently becoming manager of s tion promotion. He joined the B as sales promotion manager in Ja uary 1942. Jean Russell of the B promotion staff has been nam acting audience promotion ma ager.

Lt. McGlogan of WJ Killed in Bomber Flig

LT. FRANK J. McGLOGAN, former newscaster and annou of WJR Detroit, has been kille action over Germany on one of first missions as a bombardier. came to WJR from KSTP St. P in October 1941. He enlisted in Army Air Corps and was swor on the air following presentatio his afternoon news one day in J uary 1943.

After two years in OCS bases in this country, he arrive England less than a month a Writing to George Cushing, W news editor, he said, "Well, finally at a station where I ca least see some action."

News of his death was w from St. Paul to WJR Gen Manager Leo J. Fitzpatrick by M McGlogan.



. . . Give An Advertiser * A Horse He Can Ride

(And Radio Stations, Too)*

Tall Enough, So she won't drag your feet! *The Texas Rangers* transcribed library of western entertainment is riding to new heights with a selected list of blue book nationally known advertisers—on America's prestige radio stations.

Plump Enough, So she's sure riding from mane to tail! *The Texas Rangers* music with mass appeal has been solid comfort to advertisers large and small—dealing in bread to hair tonic—from Maine to Honolulu.

Fast Enough, So she's a winner in every race! *The Texas Rangers* with its flexible program building is receiving testimonials daily from those in the saddle—dealing in beer to cold tablets—from Minnesota to Louisiana.

Gentle Enough, So she's easy on the pocketbook! *The Texas Rangers* with its Hollywood and network radio talent has a reasonable feed bill, whether it's for fashionable stables in New York or for a little gray barn in the West.

Yet, Spirited Enough, So she's worth the owning! *The Texas Rangers* is one transcribed library that hasn't been ridden by every Tom, Dick and Harry. If you're one to treat her right, we'll be glad to give you a breeze about the paddock in the form of a sample program. You won't have to buy her, of course.

The Texas Rangers
LIBRARY

An Arthur B. Church Production—*Write George Halley, Pickwick Hotel, Kansas City, Mo.*